
EVAN THOREAU HEIGERT

CREATIVE LEADERSHIP | BRANDING | GLOBAL EXPERIENCE | STRATEGIC COLLABORATION

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AWARD-WINNING CREATIVE LEADER AND BRAND STORYTELLER

Passionate and strategic executive-level creative with more than sixteen (16) years of experience crafting award-winning B2B and B2C work and directing teams across two continents. First year Executive MBA candidate pursuing brand, marketing and entrepreneurial strategies. I'm looking to apply my experience in a brand leadership position for a dynamic organization that is adamant about redefining its industry and the world.

PROFESSIONAL EXPERIENCE

CREATIVE & DESIGN DIRECTOR

Wolters Kluwer Health | Chicago, IL

2021-Present

- Leads creative and content development of Emmi patient engagement, award-winning healthcare consumer education tools intended to empower and activate patients
- Founded internal creative agency model comprised of 12+ specialists in medical art, visual design and UX/UI
- Leads internal task force to increase DE&I and web accessibility initiatives to drive greater health equity standards
- Acts as creative liaison to marketing organization to support and strengthen Emmi and WK Health brand initiatives
- Supports new business initiatives and strengthening existing customer relationships by showcasing exceptional creative and innovation—resulting in \$22 million in revenue, \$4.6 million in new sales and 90% retention in 2022

EXECUTIVE CREATIVE DIRECTOR

Iris Worldwide | Chicago, IL

2019-2021

- Directed award-winning creative work for a variety of global brands including Abbott, Alcon, HP Enterprise, Otis Elevators, Roche, PayPal, United Technologies, Samsung, Verisign and Zaxby's
- Led a core 10-person multi-disciplinary creative team of art directors, copywriters, designers and motion graphics artists as well as ad hoc direction of creative teams for B2B opportunities in San Francisco and New York offices
- Regional creative lead for B2B new business opportunities, including RFP development and presentation, resulting in 8 new contracted clients and doubling our annual revenue to nearly \$5 million in 2020

CREATIVE DIRECTOR

Iris Worldwide | Chicago, IL & Munich, Germany

2012-2019

- Promoted to Creative Director overseeing a bilingual creative team including art directors, designer, copywriters and motion graphics artists out of the Munich, Germany office for five (5) years
- Directed multi-national creative campaigns for a variety of global brands including Adidas, BMW, Bosch, HP Inc., Infineon, NetApp, Roche and Verisign
- Directed creative approach for all English-language RFP and new B2B business opportunities in European and North American markets, resulting in 12+ new clients and entry into new industries including Healthcare and Life Sciences
- Returned to the Chicago office in 2015 to rebuild and amplify the creative output of the agency, doubling the creative team from five (5) to 10 team members by 2019

SENIOR COPYWRITER

Iris Worldwide | Chicago, IL & Munich, Germany

2010-2012

- Lead copywriter for all English-language creative campaigns for clients such as HP Inc., NetApp and Roche across a variety of formats, including print publication, digital advertising and sales enablement
- Accepted rotation from Chicago office to Munich office in order to uplevel English-language creative in the European market; led all English-language content creation for clients including BMW, Roche, Samsung and Siemens

COPYWRITER

Enova Financial | Chicago, IL

2007-2010

- Led in-house content creation for consumer lending firm creating conceptual and lead generation campaigns for a wide range of media, including direct, interactive, print and television
- Developed five (5) brand identity and asset portfolios for sub-brands in the UK, Canada, Australia and USA
- Mentored junior creative team members in SEO strategies, creative copywriting and broadcast script development

JUNIOR DIGITAL COPYWRITER

Aisle Rocket Studios | Chicago, IL

2006-2007

- Conceptualized and wrote interactive and email campaigns for brands such as Sears, Kmart and Lands' End
- Developed content for digital assets including website, landing pages, email CRM campaigns and digital advertising

EDITORIAL INTERN AND CONTRIBUTING WRITER

The Boston Globe | Boston, MA

2022-2003

ALIVE Magazine | St. Louis, MO

2023-2004

- Participated in various print journalism internships performed in line with undergraduate degree studies
- Served in paid Co-Op role for the Foreign and National News Desk at the Boston Globe, supporting editors and reporters in daily news operations and contributing writer for multiple newspaper divisions
- Interned with ALIVE Magazine, St. Louis's only women's print publications in support of editorial staff and as special advertising contributing writer

EDUCATION

NORTHWESTERN UNIVERSITY KELLOGG SCHOOL OF MANAGEMENT | EVANSTON, ILLINOIS

First-year Executive MBA Candidate

Expected graduation 2025

WASHINGTON UNIVERSITY | ST. LOUIS, MISSOURI

Bachelor of Arts | English Literature

Editor & Writer for *Student Life* Washington University's Student Newspaper

Graduated: December 2005 | Cum Laude

RELEVANT THOUGHT LEADERSHIP

- Listen to my interview on the [Nordic Designing for Health Podcast](#) | Oct. 2023
- Watch my self-produced webinar "[Anatomy of Emmi Programs](#)" from Wolters Kluwer Health | June 2023
- Read my article "[Want To Improve Patient Engagement? Make Sure They See Themselves](#)" in MedCity News | Dec. 2022
- Follow my interview in "[DEI in Patient Engagement Reduces Costs](#)" in Healthcare IT News | Oct. 2022

RECENT AWARDS

- **Best of Interactive Content | Merit** **July 2023**
Digital Health Awards
- **Best Brand Campaign** **May 2019**
Association of National Advertisers (ANA) ACE Award
- **Best Corporate Branding** **May 2019**
Association of National Advertisers (ANA) B2 Award
- **BEST 360 Brand Campaign** **January 2019**
Summit Award
- **Best B2B Film** **January 2019**
Summit Award
- **Best Email Campaign** **June 2017**
Internet Advertising Competition