

The resume of

Anna McClure

Creative Director & Brand Strategist

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Recent Work Experience

Creative & Brand Strategy Consultant, Aug. 2022 - Present

Advise technical and regulated companies on enterprise positioning, launch narratives, messaging architecture, and creative platforms, translating product capabilities and customer outcomes into clear, human-centered stories across digital, web, sales enablement, and launch materials.

Select clients: Aktana, Broadcom, Decimal Health, InnoCaption, ISG Technology.

Kiosk Creative — Contract Creative Director, Jan. 2025 - August 2025

Led B2B and DTC creative across strategy, concept development, design direction, and campaign execution - shaping campaign systems, layouts, visual direction, and production from brief through final delivery.

VISIE Inc. — Creative Director, Sept. 2023 – Nov. 2024

Oversaw full rebrand and launch for a surgical robotics company, defining category positioning, visual identity, website, campaign rollout, and enterprise storytelling—building a cohesive brand system that supported an \$8.2M Series A raise and 2K+ LinkedIn growth.

Bally Sports — Contract Creative Director, April – Sept. 2023

Shaped brand marketing for a high-visibility streaming relaunch, aligning marketing, sales, and product design around a unified launch narrative and creative framework across digital, campaign, and in-product touchpoints.

Health+Commerce — VP Creative, Jan. 2021 - Aug. 2022

Built positioning, launch narratives, campaign concepts, and creative systems for complex regulated technologies across medtech and medical device accounts.

DiD Agency — Creative Director, Nov. 2017 - April 2020

Built and scaled the agency's creative function, establishing campaign processes and messaging systems for complex healthcare, B2B, consumer, and internal audiences.

Earlier Experience — 2006 - 2016

Held Senior Art Director and Associate Creative Director roles across agency and in-house teams, shaping concepts, campaigns, visual systems, and digital experiences for healthcare, technology, and consumer brands.

Executive Summary

Creative Director and Brand Strategist with 15+ years experience building brands and launch campaigns for enterprise, medtech, and deep tech companies. Specialize in translating complex products into clear, human-centered narratives, campaign visual systems, and launch platforms that align marketing, product, sales, and executive teams. Experienced across in-house and agency environments, with a hands-on approach to concept development, art direction, design systems, digital, video, and integrated campaign execution.

Education and Certifications

Bachelor of Arts, Communications
Bachelor of Arts, Studio Art
Wake Forest University, Winston-Salem, NC

Certificate in Art Direction
Miami Ad School - San Francisco, CA

Certificate in Digital Marketing
Wake Forest University, Winston-Salem, NC

Core Expertise

Enterprise Campaign Development
Art Direction
Campaign Visual Systems
Brand Systems
Technical & Regulated Storytelling
Launch Narrative
Messaging Architecture
Digital, Video & Integrated Campaigns
Agency Partner Direction
Cross-Functional Alignment
Executive Stakeholder Collaboration
B2B & B2B-Adjacent Marketing
Team Leadership
New Business Pitches