

LAWRENCE GEIGER

Larry@larrygeigerdesign.com
Wilmington, DE
(412) 715-3913

Promotional Review Process Specialist | Training & Enablement | Regulated Pharma & Healthcare

Pharmaceutical marketing creative & operations specialist with over 10 years in regulated environments, including 3+ years embedded within Merck's Human Health organization navigating content creation, compliance, and promotional review process in Agile teams. Builds enablement tools, structured frameworks, and documentation that help Job Owners, agency partners, and cross-functional teams move through complex MLR workflows with greater confidence and fewer errors. Combines firsthand content creation experience with deep knowledge of PromoMats, Workfront, compliance standards, and Agile ways of working.

SKILLS

- Promotional Review & Compliance: End-to-end promotional review process, Medical/Legal/Regulatory workflows, content approval and asset release, tactic workflow supervision, compliance standards, regulatory navigation
- Training & Enablement: Framework development, coaching, facilitation, workshop delivery, documentation, learner-centered tool creation, onboarding support, process communication
- Platforms & Systems: Veeva PromoMats (daily user), Workfront, Assembler Online, Adobe Creative Cloud, Figma, Mural, content management systems, design systems
- Agile & Project Management: Agile marketing teams, sprint planning, story estimation, capacity planning, timeline management, delivery planning, prioritization
- Cross-Functional Collaboration: Agency partnership, stakeholder alignment, MLR co-creation, vendor coordination, creative/medical/legal facilitation.

EXPERIENCE

Merck (Contract through Randstad/Cella), Remote | Digital Experience Art Director & Content Designer | 05/2023 - Present

Embedded content lead within the VAXELIS vaccine brand team in Merck's Human Health Digital Engagement organization. Navigated the full promotional review process weekly, working across marketing, medical, legal, and scientific reviewers in an Agile environment. Repeatedly identified process gaps and built tools and frameworks to help the team work through promotional review more effectively.

Enablement Tools and Process Frameworks:

- Created an automated marketing language database using Python and API connections that stores historically approved promotional language in a searchable format. Gives the team a reference point during new content development so they can align to past MLR approvals and avoid unnecessary review friction.
- Developed a custom GPT that lets writers and agency partners check pharmaceutical marketing copy against public regulatory guidelines before formal MLR submission. Designed as a self-service training tool to help users understand compliance expectations before entering the review process.
- Built a prompt framework for vaccine leadership to use during quarterly goal-setting. Replaced unstructured sessions with a repeatable, documented process. No one asked me to build it. They used it.
- sBuilt a capacity planning framework to help the team assess workload and resource allocation, stepping in when the campaign development lead role needed operational support.

Promotional Review Process and Workflow:

- Supervised tactic workflow from layout through review session, approval, and asset release. Maintained accountability for timing, compliance, and delivery quality at each stage.

- Managed digital assets within Veeva PromoMats daily, including uploading, metadata validation, licensing and permissions workflows, and coordination with shared services to keep content current and compliant.
- Contributed to Content Approval Team (CAT) discussions on creative strategy, providing rationale for concepts and facilitating alignment between marketers, MLR reviewers, and production partners.
- Facilitated co-creation sessions with medical, legal, and scientific reviewers to arrive at compliant promotional solutions without sacrificing marketing effectiveness.
- Worked in Assembler Online for content assembly and modular tactic creation.
- Created project timelines and delivery plans for multiple concurrent campaigns, giving cross-functional teams visibility into milestones and dependencies.
- Estimated story effort for sprint planning and prioritized workload across concurrent tactics and campaigns.

Content Execution:

- Led content execution across HCP digital initiatives: landing pages, email campaigns, digital display, and campaign graphics. Partnered with Marketing, UX/CX, Architecture, agencies, and MLR reviewers to move work from concept through approval and release.
- Worked with design systems teams to maintain component standards and consistency across digital touchpoints.
- Delivered assets including interactive iPad experiences, iconography, illustration, infographics, and print materials for regulated healthcare communications..

Cognizant, Remote | Digital Experience Art Director | 11/2021 - 05/2023

Managed creative delivery from concept through execution for Incyte, leading teams across digital, video, social, web, and print. Work aligned to both commercial and medical strategy.

- Oversaw the full creative process: interpreted briefs, created concepts, refined work, presented to stakeholders, and delivered final assets tied to brand KPIs and business goals.
- Built tactic-specific design systems and documentation to reduce production rework and improve consistency across deliverables.
- Worked with cross-functional teams and agencies to clarify goals, improve processes, remove blockers, and protect brand integrity.
- Introduced new methods, tools, and ways of working to improve efficiency across Design Operations. Drove adoption across the team.
- Art directed junior designers and supported resource allocation, sprint planning, and statements of work

Merck (Contract through Randstad/Cella), Remote | Digital Experience Art Director & Content Designer | 02/2021 - 11/2021

Design lead for the Gardasil vaccine brand within Merck's Digital Engagement Team. Worked in a fully Agile environment with sprint ceremonies, partnering with UX/CX strategists, architects, content specialists, scrum master, and agency partners.

- Planned, prioritized, and managed multiple digital design projects at once. Made sure all work met compliance standards, licensing requirements, and content management system protocols.
- Contributed to Agile ceremonies that improved team throughput, workflow visibility, and communication.
- Delivered HCP and consumer-facing content across landing pages, email campaigns, iPad interactives, iconography, digital display, and print.
- Partnered with agency teams and internal stakeholders to coordinate handoffs and keep delivery on track.

Vanguard (Contract through Infinia Search), Remote | Senior UX Visual Designer | 04/2020 - 11/2020

Supported retail investment marketing by creating on-brand digital and print experiences in partnership with cross-divisional teams within an Agile environment. Early work led to expanded responsibilities and visibility across larger teams.

- Contributed to design system planning, email campaign strategy, brochures, web and landing pages, display ads, motion graphics, and UX collaboration.
- Translated complex requirements from multiple stakeholders into clear, effective customer-facing experiences.

Archer Group, Wilmington, DE | Senior Digital Art Director | 03/2017 - 07/2019

Led digital product and campaign work from concept through delivery in a client-facing agency environment, in a hands-on creative and management role. Clients included Chase, M&T Bank, Wilmington Trust, Morgan Stanley, Penn Mutual, and Wawa.

- Managed direct reports and led a cross-functional creative team, handling resource allocation, project timing, and delivery across multiple concurrent client engagements.
- Directed digital campaign creative, responsive websites, app UI, kiosks, prototypes, wireframes, and visual systems.
- Facilitated whiteboard sessions, design workshops, and working sessions with clients and internal teams to align on goals, priorities, and execution.
- Coordinated with strategy, UX, research, and development teams to move work through production and out the door on time.

Pepperjam, Conshohocken, PA | Digital Art Director | 05/2016 - 10/2016

Led a small design and copy team developing digital marketing for Ahold USA. Hands-on execution combined with team leadership across campaign creative.

- Delivered launch campaigns, social media advertising, rich media, video content, and email design.
- Worked with UX and performance marketing teams to turn research and business goals into effective digital work.

Cognizant (Creative Group), Malvern, PA | Digital Art Director | 10/2015 - 05/2016

Set design and experience direction for global pharma and life-science projects (AstraZeneca, AbbVie, Merck & Co.) within a mixed Agile/waterfall environment. Delivered interactive signage, experience maps, VR game design, responsive sites, convention booth design, and instructional video.

Sabre Corporation, Remote | Web Designer | 01/2014 - 10/2015

Designed responsive digital experiences for hospitality brands including Wyndham, Auberge, Mandarin Oriental Hotels. Created prototypes, interface components, animations, and e-commerce assets focused on improving booking conversion.

Chase (Contract through Boss Group), Wilmington, DE | Interactive Designer | 02/2013 - 05/2013

Designed digital experiences and components for Chase retail customer engagement. Projects included landing pages, interactive content, display ads, wireframes, and UI design.

Digitas Health, Philadelphia, PA | Junior Art Director | 01/2010 - 01/2011

Created visual materials for AstraZeneca brands across channels: motion graphics, landing pages, display advertising, and print. Worked with Creative Directors, Copywriters, Production Specialists, and UX teams.

CACI International, Pittsburgh, PA | Senior Designer | 01/2003 - 09/2009

Led visual design for national security and government clients including NSA, Army National Guard, and Department of Veterans Affairs. Developed enterprise websites, identity systems, video, brochures, and campaign materials. Partnered with teams across disciplines to turn complex information into clear communications.

EDUCATION AND CERTIFICATION

Edinboro University, Edinboro, PA | Bachelor of Fine Arts (BFA) - Graphic Design

The Team W | User Experience Certification

Digital Hiring Manager Certification Program | Formalized Interview Training (FIT)