



BRAND STRATEGIST | CREATIVE LEADER | MEANING-MAKER

 [mikeubaldi.com](http://mikeubaldi.com)

 [mike.ubaldi@gmail.com](mailto:mike.ubaldi@gmail.com)

## WHO

I'm a strategist who uses words and ideas to connect people and brands, turning institutional complexity into business-driving clarity.

## WHAT

With an enthusiastic and inquisitive spirit of discovery, I uncover what matters to brands, audiences and markets, creating strategies for innovation and growth.

I build brands. I give them new life. And I can lead teams to communicate their power across organizations.

## HOW

Branding  
Messaging  
Copywriting  
Marketing  
Design

## EXPERIENCE

### MJH LIFE SCIENCES

Dec. 2018–Present

#### ASSOCIATE CREATIVE DIRECTOR, BRANDING & COPYWRITING

- Defining a new corporate narrative positioning MJH as a fast-growing, globally competitive, end-to-end engagement enterprise
- Directing and guiding brand development to align businesses with markets
- Growing and scaling a specialty service for branding and copywriting
- Proactively partnering in cross-role functions, including marketing strategy and operations for targeted performance outcomes

#### SENIOR ART AND COPY DIRECTOR

Concepted and executed branded campaigns for more than 375 healthcare clients, and more than 30 brands in MJH's portfolio.

### UBM/INFORMA

Mar. 2015–Dec. 2018

#### SENIOR MARKETING MANAGER

#### MARKETING MANAGER

### ADVANSTAR

Jan. 2008–Oct. 2009 Aug. 2011–Mar. 2015

#### MARKETING MANAGER

#### COPYWRITER

### WHITWORTH-BORTA & CO.

Jan. 2001–Oct. 2007

#### MARKETING COORDINATOR



## EDUCATION

### SYRACUSE UNIVERSITY

May 2000

#### BACHELOR OF FINE ARTS, PAINTING

