

Joe Dymnioski

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Career Objective

Account Director and client services leader with 8+ years in medical communications and pharmaceutical advertising. Proven ability to own client relationships, drive organic growth, and lead cross-functional teams through complex launch programs and multi-million dollar portfolios. Known for strengthening client partnerships through strategic counsel, operational excellence, and forward-thinking solutions, including AI-enabled workflow innovations that improve team efficiency and delivery quality. Combines deep brand strategy expertise with hands-on leadership to consistently exceed client expectations.

Key Accomplishments

- **Managed \$3M+ client portfolios** across multiple pharmaceutical brands, overseeing cross-functional teams spanning medical, creative, editorial, regulatory, development, UX, product design, animation, broadcast and project management.
- **Achieved 90% MLR approval rating** (highest among peer agencies) leading a team of 20 for submissions across Veeva, oMAP, and eMAP platforms.
- **Led 5 product launches** including CAR-T immunotherapy (KYMRIA) and EUA COVID-19 vaccines (COMIRNATY, PAXLOVID), ensuring materials developed and approved on schedule.
- **Drove AI-enabled workflow innovation** developing tools projected to reduce editorial processing time by 40%+ and eliminate 3–5 hours of manual formatting per project.
- **Developed and facilitated 20+ trainings** for 500+ employees on workflow software, AI tools, and process optimization; recognized contributor to IPG Health's AI Masters initiative.
- **Refined and approved multiple SOPs** used by 100+ employees, reducing friction and improving consistency across agency delivery teams.

Key Skills & Expertise

Client Leadership: Strategic client counsel, relationship management, brand strategy, KOL engagement, stakeholder alignment

Financial Management: Budget ownership, forecasting, SOW development, resource allocation, profitability management

Team Development: Staff supervision, mentorship, training facilitation, performance coaching, cross-functional team leadership

Operations & Process: MLR workflows, SOP development, Workfront, Veeva, timeline management, workflow optimization

Innovation: AI-enabled workflow tools, process automation, emerging technology integration, data visualization dashboards

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Experience

Account Director, ProHealth/FCB an IPG Company

09/2022-12/2025

- Guide clients in aligning medical communication tactics with strategic goals, integrating KOL insights and HCP needs into tactical plans to ensure impactful patient-oriented strategies.
- Oversee \$3M+ client portfolios across multiple pharmaceutical brands, managing cross-functional teams spanning creative, editorial, regulatory, development, UX, product design, animation, broadcast and project management.
- Own client financials including budget development, forecasting, reconciliation, and profitability tracking; ensure projects completed within scope and budget.
- Serve on Best Practice Committee, reviewing and refining SOPs to enhance operational efficiency and reduce procedural friction across agency teams.
- Pioneered adoption of Adobe Workfront for clients, driving account efficiency with enhanced timeline adherence and optimized budget utilization.
- Spearhead AI Masters workstream teaching prompt engineering and best practices for AI tools; developed 2 AI-enabled workflow MVPs (editorial screening, Gantt automation).
- Built Power Apps dashboards to track employee experience for new business and pitches.

Lead Project Manager/Business Operations Manager, Vaniam Group LLC

01/2022-08/2022

- Served as main PM point of contact across multiple client portfolios, managing day-to-day operations and client communications.
- Identified gap in internal training and created/facilitated 4 training modules receiving excellent feedback from leadership and trainees.
- Participated in Leadership Mentorship Program to support career path development for junior team members.
- Built communication simplification framework for major product launch, reducing misalignment and escalations across teams.

Sr. Digital Project Manager, HAVAS

06/2021-12/2022

- Created innovative financial workflow tool using Excel automation that minimized human error and reduced cost by increasing team efficiency.
- Achieved successful EUA and CMA approvals for 5 Pfizer COVID-19 websites (COMIRNATY, PAXLOVID), managing regulatory-compliant digital asset production under accelerated timelines.
- Led cross-functional teams from medical, creative, editorial, and accounts through rapid website launches within one-month turnarounds.

Program (Portfolio) Manager/ Business Operations Lead, AXIOM

03/2020-06/2021

- Led agency-wide SOP refinement initiative, gaining approval for documents used by 100+ employees and improving quality consistency.
- Researched, evaluated, and implemented workflow management software using structured 6-month phased rollout plan with change management strategy.

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- Investigated errors in client deliverables and identified areas for improvement, strengthening overall delivery accuracy.

Program Manager, PRECISION

01/2017-03/2020

- Integral member of KYMRIAH (CAR-T immunotherapy) product launch team, ensuring promotional materials developed and approved on schedule for initial launch and pediatric indication expansion.
- Led team of 20 for all MLR submissions across Veeva, oMAP, and eMAP platforms, achieving 90% approval rating highest among competing agencies.
- Created and facilitated internal training for Workzone workflow software, delivering 20+ trainings to 100+ employees.
- Managed staffing plans and resource allocation to ensure appropriate utilization across account teams.

Education

BA, Physical Education - Kean University, Union, NJ

Self-Directed Professional Development (2021–2025) - AI-assisted workflows, prompt engineering, data visualization, process automation