

Dale Choate

Creative Director | Writer | Storyteller
London, UK | Dual US/UK Citizenship

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About me

I'm a creative leader and writer who turns complex strategy into innovative campaigns that inform, engage and make audiences care.

My journey to advertising is a bit unconventional. I've worked in molecular biology at a biotech startup, managed wildfire risk for the US Forestry Service and spent six years operating a nuclear power plant on a US Navy submarine before studying art and journalism.

That mix of scientific rigor and creativity shaped how I think: curious, inventive, and always searching for the spark that breathes life into a creative idea.

Over the past decade, I've led creative teams across global healthcare and pharma brands, connecting complex science with human truth. Whether launching a global brand or creating key messages, I'm driven by strategic insight, empathy, and a passion for creativity.

Core Skills

- Creative leadership and mentoring
- Concept development and storytelling
- Strategic messaging and brand architecture
- Omni-channel campaign creation and execution
- Running workshops, pitches and client presentations
- Collaboration across all agency teams

Experience

Freelance Senior Creative

2025 – Present

Working with agencies and in-house teams to deliver smart, highly crafted creative from pitch concepts to copy that simplifies complex science. I'm known for working to both the brief and deadline while consistently finding a fresh approach every time.

Creative Director | Inizio Evoke

2022 – 2024

Led the agency's creative vision and team direction. Championed a "creative-first" culture, strengthened collaboration across departments, and oversaw campaigns for multiple global brands and new business pitches.

Head of Copy | Evoke Group

2018 – 2022

Managed and mentored a team of copywriters while leading creative across multiple therapy areas. Introduced a new briefing process and developed a modular global messaging framework adopted across local markets. Led the creative for major launches in respiratory, dermatology, diabetes and rare disease.

Senior Creative | Concentric Health Experience UK

2017 – 2018

Helped establish the UK arm of a major US agency network. Led creative and strategic alignment between UK and US teams, and oversaw campaign development for EMEA markets. Supported new business and helped shape the agency's early reputation in London.

Senior Creative | Blue Latitude Health

2016 – 2017

Creative lead on global oncology brands and worked on multiple successful pitches. Partnered closely with strategy, UX, and consultancy to deliver integrated digital, experiential, and video-based campaigns.

Associate Creative Director | Sudler London

2014 – 2016

Led copy and art teams across major brands in diabetes, cardiovascular, and vaccines. Worked with senior leadership on pitches and initiatives to grow client relationships and push creative standards higher.

Earlier Roles

Copywriter and senior copywriter roles at Havas Life, EuroRSCG Life, and Huntsworth Health developing campaigns for global pharma clients and honing my craft in conceptual storytelling, branding, and healthcare communication.

Before Advertising

My early career took me from the U.S. Navy to molecular biology and mechanical engineering to wildfire prevention and graphic design. That mix of science, systems, and storytelling has shaped how I approach creativity: with curiosity, precision, and a sense of adventure.

Education

BA in Advertising Copywriting & Studio Art – University of Nevada, Reno

AA in Graphic Design & Illustration – Seattle Central Community College

Nuclear Power Machinist Mate – U.S. Naval Nuclear Power School
