

HIGHLIGHTS OF QUALIFICATIONS:

- Creative Director with proven experience leading teams in successful television, digital, and global integrated campaigns for Fortune 500 brands, from initial strategy and creative development to completion
- Client management experience includes new and continuing business proposals, brand strategy alignment with an innate understanding of market positioning, and partner management
- Copywriter and Director with years of experience crafting stories and balancing brand goals with impeccable creative
- Significant experience and results delivered across multiple disciplines including offering direction, collaborating on strategy, and creation & fulfillment of impactful project master plans
- Additional expertise in sound design for commercial, film, cross-platform content, interactive and games

WORK EXPERIENCE**Ring, an Amazon Company****Santa Monica, CA***Consumer Electronics Company***Creative Director, Production****2019 - Present**

- Drive Ring's brand storytelling within all forms of audiovisual content, across every size of screen in media and retail channels.
- Lead creative in the strategy, conception, scripting and execution of content within Ring marketing; covering all television advertising, radio, and digital executions.
- Manage internal creative, production, and post-production teams as well as outside vendor relationships.

Idea Farmer**Los Angeles, CA***Agency and Content Studio specializing in Global Campaigns and Branded Content***Executive Creative Director****2015 - 2018**

- Manage creative executions that accurately portray all aspects of the client's initiatives and meet brand identity standards. Translate marketing objectives into creative strategies and manage creative projects from concept to completion. Develop strategy, creative concepts, write copy, art direct, and direct content for multiple Fortune 500 brands, including multiple global campaigns for new product launches and existing products from The Whirlpool Corporation family of brands.
- Lead internal creative team of seven as well as multiple outside contractors and production crews to execute effective creative services and technical expertise on high-visibility, cross platform communications projects in alignment with client's business strategy and brand image standards.
- Responsible for creative strategy, development and execution of digital campaigns that lead directly to client's business growth; including KitchenAid's most successful social campaign to date by engagement and specifically called out by Whirlpool Corporation as a best practice example of a unique campaign to support a new product launch. "As creative director, Bob's professionalism, impeccable storytelling, and dedication to quality is second to none." - Aamna Farooq, Global Brand Manager - KitchenAid

Viscosity**Los Angeles, CA***Creative Studio specializing in cross-platform content and post production sound***Creative Director / Founder****2013 - 2015**

- Lead a successful business that provides creative direction, audio direction, sound design and composition services along with production pipeline for broadcast, film, games and interactive including iOS and Android.

- Collaborate with clients' executives, senior project management, production and development teams to create individually tailored, successful solutions.
- Supervise creative team of 5 and provide leadership and tactical direction. Responsible for the overall quality of work produced by the team across both music composition, sound design, and post audio finishing projects. Allocate project workload, direct and evaluate the work of staff.
- Establish, monitor, and execute budgets for projects in close collaboration with project teams and production peers.
- Develop, retain and grow business relationships with brands and agencies with the principal objective of meeting the overall creative, brand, and financial performance objectives. Won Nike business over more than eight competitor companies and earned renewal business across multiple Nike product lines.
- Recognition for work includes Gold and Bronze Cannes Lion Awards, Key Art Gold Awards, Multiple FWA Site of the Day awards, One Show Bronze Pencil, and Screen Marketing and Distribution Awards.

Sony Pictures Interactive

Los Angeles, CA

*In-House Digital Marketing Agency for Sony Pictures Entertainment***Creative / Flash Artist / Sr. Sound Designer****2012 - 2013**

- Responsible for day-to-day campaign Creative Development and all Sound Design, Sound Editing, Music Composition/Editing and Mix for the in-house digital marketing department at Sony Pictures.
- Collaborate with creative team to design experiences for all major releases from Sony Pictures Motion Picture Group, Sony Pictures Animation, and Sony Pictures Imageworks including The Amazing Spider-Man, The Smurfs, Hotel Transylvania, and Cloudy with a Chance of Meatballs franchises.
- Lead creative process and development, and work in close partnership with technical dev teams across new platforms and technologies for the digital channel (e.g. HTML5, iOS, Android, Unity, etc.)

Band Digital, Inc.

Los Angeles, CA

*National Digital Marketing Agency***Associate Creative Director of Transmedia****2009 - 2012**

- Advise on and sell creative strategy, content development, and post production services to establish, build and sustain attractive and profitable relationships with principal and lead clients.
- Conceptualize, develop, and execute campaigns across new platforms in digital marketing including 360 degree interactive video, Facebook Connect video, and choose your own adventure video experiences for clients such as Toyota/Scion, AT&T, ABC Television, Harley Davidson, Meijer, and Cracker Barrel.

Whittmanhart

Los Angeles, CA

*One of the largest U.S. independent interactive agencies.***Sound Designer****2006 - 2009**

- Manage creation of all sound design and music composition/supervision for the national agency network.
- Oversee all post production audio in the content creation department.

EDUCATION**University of California at San Diego**

1993 – 1997

B.A. Degree, Visual Arts/Media Communications with Emphasis in Computing
