



Creative Director

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Objective

To utilize my unique combination of experience, talent and management ability in leading the team that will move your business forward.

Achievements

- Amassed diverse, quality experience for career clients including A&E Video, AT&T, BellSouth, Benjamin Moore, Bronx-Lebanon Hospital Center, Brunswick and Fils, Coldwell Banker, Columbia School of Nursing, Dreyfus, DuPont, The Phil Donahue Show, GE, Johnson & Johnson, Maxim Group, McCormick, Newsweek International, Norkus Foodtown, Novartis, The Sally Jessy Raphaël Show, Roma Foods, Springmaid, Telemundo and UJA
- Reached or exceeded expected response rates from direct marketing initiatives
- Managed the creative team that helped AT&T PrePaid pitch, and win, the WalMart account
- Developed creative solutions for a variety of consumer and business-to-business programs
- Previously owned and managed a creative services business
- Helped organize company-wide extra curricular activities including talent shows, themed breakfasts and a bowling league for a company with over 300 people
- Created and published a monthly community magazine with a circulation of almost 25,000 homes
- Authored articles for trade publications on production techniques
- Won numerous creative awards in various categories including direct response, branding, identity, promotion and advertising
- Managed creative staff, including copywriters and art directors, to win awards

Experience

August 2005 - Present • ETS, Princeton, NJ

December 2006 - Present: Serving as Director of Creative Services, overseeing a staff of 35 designers, writers, proofreaders and managers. Responsible for directing the creation of integrated campaigns, managing the corporate brand and subbrands within each strategic business unit (K-12, higher education, global), mentoring staff, launching new products, coordinating strategy with strategic marketing and overseeing the implementation of all tactics (print, online, trade shows, direct marketing).

August 2005 - December 2006: Served as Art Director for both corporate and marketing communications departments within the leading global education solutions organization, overseeing a staff of 14 designers.

September 2001 - August 2005 • Splinter Group, LLC, Sayreville, NJ

Served as Creative Director and Principal for an award-winning full-service agency. Responsibilities included new business generation, brand management and overseeing the creative development and production of print advertising, online marketing, direct marketing, collateral, corporate identity, promotions and new media. Clients included Benjamin Moore, Broadbeam Corp, Bronx-Lebanon Hospital Center, Comstar Interactive, DuPont, Electrum Group, Equity Source, Maxim Group, Norkus Foodtown, Roma Foods, Spirits Unlimited and Star Micronics.

January 2001 - September 2001 • DVC Worldwide, Morristown, NJ

Re-joined DVC as Interim Group Head on the AT&T PrePaid business overseeing development of the creative product as well as being the main contact with the client. Responsible for managing a staff of copywriters, art directors and desktop operators. Played lead role in not only growing the core business of AT&T PrePaid Phone Cards, but also launching two new products at retail under the AT&T PrePaid umbrella (prepaid Internet and prepaid micropayment cards).



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Experience (continued)

June 1999 - January 2001 • The Sawtooth Group, Woodbridge, NJ

Employed as a Senior Art Director for an award-winning advertising agency creating ads, direct mail, video, TV, collateral, identity and new media for BellSouth, Coldwell Banker, McCormick, Peterson's and StarCite.com. Heavy client contact as well as management of projects and supervision of creative team members.

March 1998 - June 1999 • DVC Worldwide, Morristown, NJ

Employed as a Senior Art Director for a leading marketing & promotions agency developing ads, direct mail, POP, collateral and new media on national promotions for AT&T PrePaid. Heavy client contact as well as supervision of art directors, copywriters and photo shoots. Assisted Group Head in growing the AT&T PrePaid business as well as managing work flow and department functions.

May 1997 - March 1998 • Grafica, Chester, NJ

Employed as a Senior Art Director for an accomplished advertising agency. Heavy concept and design as well as supervision of other art directors on ads, direct mail, new media, new business proposals, identity, promotions and collateral for AT&T, Lucent Technologies, Energis Resources, Ortho, Wheaton Science and Lawson Mardon Packaging.

January 1994 - May 1997 • Courtney & Company, New York, NY

Employed as an Art Director for an award-winning graphic design firm. Developed concepts, supervised photo shoots/stock photography, designed and produced promotions, packaging, identity, new media, advertising and collateral for Newsweek, Refron, A&E Video, Multimedia Entertainment, UJA, Lipton, Cleaner's Supply and Sithe Energies. Heavy client contact as well as coordination of design staff.

March 1993 - January 1994 • 2000 Group (formerly Widmann & Company), New York, NY

Employed as an Art Director for a proven marketing & promotions firm. Developed concepts with copywriters and the Creative Director, supervised photo shoots, coordinated design staff, designed and produced promotions and collateral for Pizza Hut, Wilson, Columbia School of Nursing and Springmaid.

October 1991 - March 1993 • Widmann & Company, New York, NY

Employed as a Graphic Designer for an award-winning advertising agency, designing and producing identity, collateral and promotional items from sketches through electronic mechanicals. Clients included Brunshwig and Fils, Hunting World, DuPont and Telemundo.

September 1989 - October 1991 • LPS Industries, Newark, NJ

Employed as a Graphic Designer for a distinguished packaging firm, designing and producing packages from sketches through final art utilizing Macintosh equipment. Clients included American Instants, UPS and Chock Full O' Nuts.

Education

Bachelor of Arts in Graphic Design, Rutgers University, Newark, NJ

Honors/Awards

Work/articles published in the leading industry publications:

Print's Regional Design Annual
How's Best Self-Promotions
Graphic Design: USA
American Graphic Design Award

American Inhouse Design Award
Step-by-Step Electronic Design
Fresh Ideas in Photoshop
Best Holiday & Seasonal Promotions

Creativity 27
Publish Magazine
ASTRA Award