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## Summary

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Dynamic, results-driven Creative Director with solid management experience, award-winning creative talents, and impressive strategic, leadership and communication skills.

## Achievements

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- Consistently amassed diverse, quality experience in a variety of industries across all media channels. High-profile clients include A&E, AT&T, BellSouth, Benjamin Moore, Coldwell Banker, DuPont, Educational Testing Service, GE, Johnson & Johnson, McCormick, Multimedia Entertainment, Newsweek International, Novartis, Roma Foods, and Springmaid, among others
- Revitalized the global ETS brand and subbrands, establishing new graphic standards, messaging hierarchy, endorsement branding strategies, training and support for global channel members
- Oversaw a budget of \$4MM, ending the fiscal year under budget with a variance of less than 5%
- Annually determined departmental objectives and measures while conducting staff reviews; informed professional development plans for a staff of 30+ designers, writers and project planners
- Contributed strategies for a successful campaign that has seen GRE convince over 400 top business schools to change behavior and accept GRE scores for admissions
- Developed creative solutions for a wide variety of integrated campaigns for consumer, B-to-B and internal corporate communications programs
- Continually create and/or direct writers and designers to generate compelling, award-winning work for direct response, branding, identity, promotion, advertising and electronic media
- Previously owned and managed a creative services business
- Authored articles for trade publications on production techniques
- Helped organize company-wide extracurricular activities including talent shows, themed breakfasts and a bowling league for a company with over 300 employees

## Experience

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### **August 2005 - Present • ETS, Princeton, NJ**

January 2008 – Director of Creative Services, reporting directly to the VP of Marketing and Public Affairs. Additional responsibilities include managing a \$4MM budget and overseeing Project Planning Manager and her staff of five.

December 2006 - Promoted to Director of Creative Services, overseeing a staff of thirty-five designers, writers, proofreaders and managers. Responsible for directing the creation of integrated campaigns and cross-channel initiatives, 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 - Hired as Art Director for both corporate and marketing communications departments within the leading global education solutions organization, overseeing a staff of six 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.



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## Experience (continued)

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

Rejoined DVC as Interim Group Head on the AT&T PrePaid business. Oversaw development of the creative product and served as primary creative contact. Responsible for managing a staff of copywriters, art directors and desktop operators. Played lead role in growing the core business of AT&T PrePaid Phone Cards and launching two new products at retail under the AT&T PrePaid umbrella (prepaid Internet and prepaid micropayment cards).

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

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

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

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

### **May 1997 - March 1998 • Grafica, Chester, NJ**

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**

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**

Art Director for a proven marketing and 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**

Graphic Designer for an award-winning advertising agency. Designed and produced identity, collateral and promotional items from sketches through electronic mechanicals. Clients included Brunschwig and Fils, Hunting World, DuPont and Telemundo.

## Education

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

## Honors/Awards

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Original work and articles published in leading industry publications:

Print's Regional Design Annual

How's Best Self-Promotions

Graphic Design: USA

American Graphic Design Award

Dale Carnegie Leadership Training

for Managers: Award Recipient

American Inhouse Design Award

Step-by-Step Electronic Design

*Fresh Ideas in Photoshop*

*Best Holiday & Seasonal Promotions*

Creativity 27

Publish Magazine

ASTRA Award

Hermes International  
Creative Award