

ROBYN STERN creative director

ROBYNSTERN@BOOKOFROBYN.COM

Saatchi & Saatchi Los Angeles

Creative Director 10/18–Present

Associate Creative Director 7/15 – 9/18

- Manage teams for retail and sports partnerships for Toyota
- Led launch of Toyota Safety Sense integrated campaign
- Developed successful TV concepts that resulted in the highest performance consumer recollection and likability score
- New business pitches, wins include: LA Chargers
- Part of the team that developed the platform for the ASICS relaunch

The Wonderful Agency

Creative Content Strategist

- Managed a digital team of writers and designers
- Helped create content for Teleflora.com (new website) and 2014 Christmas and 2015 Valentine's Day digital activations
- Developed social and digital activation plans for FIJI Water
- Created content for Wonderful brands online and social portfolios including POM Wonderful, FIJI Water, Justin Wines
- Worked directly with clients to develop and implement strategic direction for social initiatives
- CMS // UX

afg&

Creative Director

- Made Fancy Feast relevant by evolving it's brand positioning and visual language from old world luxury to modern gourmet
- Created content for Fancy Feast resulting in it being one of the top 10 viral videos of the week - over 1mm views in under 8 weeks
- Brought Purina's corporate mission to the social space via a contextually relevant 360° campaign
- Developed a digital e-card and Instagram experience for Fancy Feast Gourmet Cat Food
- Manage and mentored junior teams
- Help generate and acquire new business opportunities

Freelance

- Concepted and created traditional campaigns, digital work and social experiences for clients within varying industries of various sizes at many well known agencies and networks
- Worked within budgets to produce award winning communications

Ogilvy & Mather

Sr. Integrated Creative

- Creation and implementation of 360° Integrated Marketing campaigns for IBM across a global scale for their C-Suite and IT audiences
- Created multi-platform work for Kraft Beverages such as Kool-Aid and Crystal Light
- Developed concepts for regional and national sponsorships and partnerships for TWC
- Involved with new business pitches

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TBWA/Chiat/Day

Sr. Art Director

- Managed projects and junior teams for the Sports Marketing arm of a large telecommunications client
- Produced award winning television
- Help create and execute retail look, tone and feel
- Created promotional advertising materials and sweepstakes communications
- Guided junior teams in the development of conceptual work

Ogilvy & Mather

Art Director

- Part of the team that developed "How many bars do you have?" for AT&T Wireless
- Ensured retail communications were consistent with overall brand messaging for AT&T
- Worked on a global 360° Integrated Marketing campaign (US and European market) for Motorola
- Developed concepts for steady brands like Maxwell House, Delta and Ford Motor Co.

The Integer Group

Jr. Art Director

- Created retail, traditional and experiential materials for Coors Brewing Company and their sports marketing relationships (NASCAR, NCAA, NFL, ESPN)
- Developed highly recognizable materials for large promotional experiences including "Queen of Halloween"
- Managed geo-specific marketing materials for Coors Brewing Company
- Worked with small budgets to create big ideas for local clients

Education

The Writing Pad

Screen-writing, Pilot Development

University of Delaware

Bachelor of Science (BS), Design and Visual Communications

Insta: [_nobirdie](#)

Portfolio: www.bookofrobyn.com