




ROB ADAMS

Art Director:
Digital Media

INFO

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PROFILE

I specialize in combining creative design skills with technical proficiency to deliver innovative digital media campaigns across diverse industries. My expertise includes leading and developing healthcare marketing design teams, optimizing projects for multiple customer touchpoints such as online platforms, email marketing, social media, trade shows, and direct mail. I employ creative problem-solving techniques to address specific business challenges, resulting in effective and measurable solutions. Additionally, I have a background in professional photography, with my work formerly represented by the Robert Klein Gallery and Getty Stock Photography.



EXPERIENCE

ART DIRECTOR/CREATIVE CONSULTANT

Current

- Delivering modern digital campaign concepts to clients
- Managing remote staff and vendors
- Providing SEM and web optimization strategies

Clients include:

- IBM, Subway, Braun, Reebok, Duracell, and Playskool

ART DIRECTOR, DIGITAL MEDIA OGILVY HEALTHCARE

2011–2016

- Conceptualized/created/managed impactful digital & print marketing campaigns for leading healthcare companies
- Improved discovery/creative kick-off meetings with clients and led project scope to understand client business objectives
- Developed new business channels for pharma clients by creating interactive videos and iPad apps
- Approved final designs, managed/mentored design staff
- Expanded offering of animated lead generation motion graphics, video, and interactive tools
- Analyzed CRM and click-path data

SENIOR INTERACTIVE DESIGNER OGILVY HEALTHCARE

2009–2011

- Developed corporate branding/logo design/materials
- Supervised design team
- Designed websites and digital assets for high-profile healthcare companies
- Created dynamic videos and animations for digital and social media
- Developed creative strategy and interactive elements for events and trade shows

ART DIRECTOR/CREATIVE CONSULTANT

2004–2009

Projects include:

- Developed digital strategies for websites and online campaigns
- Designed and managed digital assets for several top-tier clients: Iron Mountain, Baskin-Robbins, Hasbro, Dunkin' Donuts, and Gillette.
- Led creative vision for package design and product photography



EXPERIENCE (continued)

SENIOR DESIGN MANAGER/DIGITAL MARKETING IBM

1999–2004

- Developed and managed all direct marketing and digital campaigns – from initial conception to final delivery
- Collaborated with marketing communications leadership & product marketing to deliver effective programs, both online & off
- Designed and managed company's website, including SEO, SEM, Google analytics and web marketing campaigns



EDUCATION

PENNSYLVANIA STATE UNIVERSITY

BA, Design/Art History

MASSACHUSETTS COLLEGE OF ART & DESIGN

Masters Courses, Digital Media/Industrial Design/Architecture



ADDITIONAL SKILLS

- Photoshop/Illustrator 20+ years
- After Effects
- InDesign
- Wordpress
- Hubspot CRM
- Google Analytics
- SEO, SEM, web traffic analysis
- 508 government requirements
- Figma
- Aprimo
- Themify
- Flash/Actionscript
- CSS/JQuery/HTML5
- PowerPoint/KeyNote

Awards/Recognition

- Louvre, Paris Photo
- Featured in *Popular Photography*

Photography Exhibitions:

- Art Chicago, Art Miami, Art Los Angeles, Art London
- PhotoPlus Expo
- New England Web Design
- APA New York Distinction
- NCDM Trade Show Award