

ROBERT RAUFFER

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Executive Producer and Creative Director with over two decades of creative development and production expertise, collaborating with networks, brands, and agencies to deliver award-winning scripted, unscripted, live productions and innovative digital marketing campaigns. A “hands-on” executive recognized for a collaborative leadership style, effortlessly bridging creative, technical, and business departments while interfacing with C-level management, A-level talent, and Fortune 100 clientele.

EXPERIENCE

EXECUTIVE PRODUCER / CMO | BLACKBIRD PRESENTS | New York, NY 2014 – Present

Featured Clients/Talent: Live Nation, A&E, AMC, Facebook, PBS, YouTube, ViacomCBS; Dave Matthews, Dolly Parton, George Strait, Jimmy Buffett, Justin Timberlake, Kenny Rogers, Miranda Lambert, Willie Nelson

- Spearhead production, design, and marketing for this Raine-backed production company. Partners with clients and talent to create original music-based documentaries, docuseries, and live event programming for broadcast, digital distribution, and branded content.
- Head of production managing multi-million-dollar projects ranging from small, on-set productions to large-scale, multi-camera operations in major arenas. Responsible for development, strategy, planning, budgeting, scheduling, staffing, and oversight of all on-location production and post-production processes.
- Shapes highly successful consumer-facing entertainment brands centered around multi-artist concert events, festivals, tours, broadcasts, and music/film releases reaching millions of viewers. Manages the full brand experience from concept through delivery, integrating marketing campaigns, merchandise, sponsorship, and branded content.
- Supervises and mentors an in-house team of producers, designers, writers, and marketers plus upwards of 100+ crew members during production.
- Leads all aspects of Blackbird Presents internal branding, marketing, and PR.
- A key member of the agency leadership team influencing strategic planning, brand direction, and priorities.

PRODUCER / CREATIVE DIRECTOR / DIGITAL PRODUCT LEAD | AOL | New York, NY 2010 – 2013

Department/Featured Talent: Cambio Video Network; Jonas Brothers, Demi Lovato, Jordan Sparks

- Co-creator brought on to develop and drive content strategy and digital product development for Cambio – AOL’s groundbreaking video-based, millennial focused entertainment platform – following its successful launch and acquisition by AOL, Cambio delivered over 50M page views per month, serving 20M in paid media with 300% YOY growth in unique views.
- Led the creation and production of scripted/unscripted short-form video content for web and social distribution.
- Supervised an agile team of 50+ producers, writers, designers, developers, and video content creators.
- Guided product design, strategy, and roadmap development for all product releases.

EVP HEAD OF PRODUCTION | MGX LAB/MARQUIS JET | New York, NY 2009 – 2011

Featured Clients: AOL, Aviión Tequila, Brad Pitt, Marucci, Muhammad Ali, NFL, NHL, The Jonas Group, Tom Brady

- Co-led the creative firm in producing award-winning video productions, digital products, branded content campaigns, and sponsorship initiatives for world-class entertainment brands and A-level talent.
- Directed all aspects of creative development and video production from concept to delivery.
- Led an agile team of 20+ video producers, designers, developers, marketers, and strategists in delivering large-scale, award-winning programs while driving continual revenue growth.
- Partnered with AOL and The Jonas Group to launch the *Cambio Video Network*, the #2 Comscore-ranked web/mobile application (acquired by AOL in 2012).

CEO HEAD OF PRODUCTION | BIG RIG CREATIVE | Brooklyn, NY 2003 – 2009

Featured Clients: AOL, AT&T, Red Bull, United States Olympic Committee, US Ski & Snowboarding Team

- Co-founded and led this award-winning full-service design agency with expertise ranging from video production to website development, broadcast advertising, integrated marketing campaigns, and digital/interactive media.
- Directed teams of designers, developers, video producers, digital product managers, and marketers in producing high-impact creative work that garnered multiple Telly and Webby Awards.
- Developed and produced the *Elite Sports* DVD/CD-ROM series for the *US Ski & Snowboarding Team*, *US Cross Country Team*, and *US Swim Team* generating over 2+ million in new revenue.

SENIOR PRODUCER | DIGITAL PULP | New York, NY 1998 – 2003

Featured Clients: 1800flowers.com, adidas, Atkins Nutritional, DoubleClick, Scholastic, Smart Money

- Led end-to-end creative/web production or clients of this award-winning digital agency.
- Delivered client-facing proposals and defined the strategy/vision for all campaigns, products and creative work.
- Managed operations related to budget management, resource allocation, as well as design and development.

DIRECTOR OF DIGITAL | GANNETT | Asbury Park, NJ 1997 – 1998

- Managed a team of designers, developers, and content managers for New Jersey's second-largest newspaper.
- Created new revenue streams through the development of online classifieds, e-commerce, and mini-sites.

VIDEO PRODUCER & ENGINEER | INDEPENDENT | Asbury Park, NJ 1991 – 1997

Featured Clients: AT&T, BET, HBO, Johnson & Johnson, MTV/VH1, MLB, NBA Entertainment, and NBC Sports

- Technical engineer for major sports, entertainment, and professional organizations.
- Produced and edited short-form videos for corporate brands.

SESAME STREET | SESAME WORKSHOP | New York, NY 1969 – 1977

- Child actor, original cast member and semi-regular on this groundbreaking educational TV series.

AFFILIATIONS

GENERAL ASSEMBLY | Product Management Consultant, Enterprise Education Team (2014 – Present)

INTERNATIONAL ACADEMY OF DIGITAL ARTS & SCIENCES | Member / Webby Awards Judge (2007 – Present)

TELLY AWARDS | Judge (2007 – Present)

INTERNATIONAL ACADEMY OF THE VISUAL ARTS | Member / Davey Award Judge (2006 – Present)

AWARDS

Webby Award Winner (2010, 2005) | Webby Award Nominee (2014, 2013, 2012)

Telly Award Silver & Gold (2017, 2009, 2007) | Communicators, W3 Gold, Davey Award Gold & Silver (2005 – 2012)

EDUCATION

SOUTHERN NEW HAMPSHIRE UNIVERSITY | BA, Communications

FASHION INSTITUTE OF TECHNOLOGY | AAS, Advertising & Marketing Communications