

ROBERT RAUFFER

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EXPERIENCE

PRODUCER / CREATIVE DIRECTOR | BLACKBIRD PRESENTS | New York, NY 2014 – PRESENT

- Lead production/post of large-scale (5M+) multi-camera live events and documentaries
- Delivered programs to A&E, AMC, CBS/PARAMOUNT+, CMT, FACEBOOK, MTV, PBS, SUNDANCE, and YOUTUBE
- Lead creative direction of branding, marketing, video, digital, experiential, sponsorships, and merchandise
- Launched company ecommerce, retail and fulfillment center, overseeing 8M+ in merchandise sales
- Key member of leadership team influencing strategic planning, brand direction, and internal processes

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

- Co-creator of the #1 digital video entertainment network for millennials
- Delivered over 50M monthly page views, serving 20M in paid media with 300% YOY growth in unique views
- Managed 2.5M sponsorship programs for at&t, JC Penny, Samsung, Clean & Clear, Bayer
- Drove product development, content strategy, and creative direction
- Led development and production of live/unscripted and scripted short form videos
- Led the Cambio network from launch to a successful acquisition by AOL in 2012

CHIEF INNOVATION OFFICER / EVP | MGX LAB AGENCY | New York, NY 2009 – 2011

- Led creative production of branded video, digital, and sponsorship activations for world-class entertainment brands
- Managed 5M+ in client projects
- Client-facing producer led an agile team of designers, developers, producers, marketers, and strategists
- Promoted to Chief Innovation Officer/EVP in charge of creative production in 2010
- Partnered with AOL and The Jonas Group to launch Cambio digital network
- Notable Clients: AOL, NHL, Wrigley Company, Warner Bros., Bayer, Scholastic, Muhammad Ali, Tom Brady

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

- Co-founded this multi-award-winning full-service marketing agency
- Led video production, digital/traditional marketing, and interactive product development
- Head of business development, managed client relationships and new business, 1M+ in yearly sales
- Managed third-party relationships including vendors, freelancers, and contractors
- Notable Clients: AOL, US Ski & Snowboarding, USA Swimming, United States Olympic Committee

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

- Led creative and digital production for this award-winning agency
- Defined strategy and vision for all client campaigns and products
- Oversaw 5M+ in client business
- Managed operations, budgeting, resource allocation, scheduling, and design/development processes
- Notable Clients: adidas, Scholastic, Adkins, Smart Money, 1800flowers.com

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

- Managed 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 websites

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

- Technical engineer for major sports, entertainment, and professional organizations
- Produced and edited short-form videos for corporate brands
- Notable Clients: at&t, BET, HBO, Johnson & Johnson, MTV/VH1, MLB, NBA Entertainment, NBC Sports

AREAS OF EXPERTISE

CREATIVE | A creative storyteller using my diverse experience in video production and graphic design to create compelling narratives that engage audiences. Hands-on graphic designer with extensive experience in brand development, web/mobile UI, print, merchandise, and experiential design.

LIVE EVENT & VIDEO PRODUCTION | 25+ years of production and post-production experience in live events and unscripted programming for sports and entertainment. Expertise in all aspects of project management, and production.

DIGITAL | Two-time Webby Award winner leading the development of digital products, ecommerce experiences, social media, and digital marketing campaigns for fortune 500 brands.

AFFILIATIONS

INTERNATIONAL ACADEMY OF DIGITAL ARTS & SCIENCES | Member / Webby Awards Judge

TELLY AWARDS | Judge

INTERNATIONAL ACADEMY OF THE VISUAL ARTS | Member / Davey Award Judge

GENERAL ASSEMBLY | Product Management Consultant, Enterprise Education Team

SESAME WORKSHOP | Child actor/original cast member *Sesame Street*

AWARDS

WEBBY AWARD WINNER & NOMINEE (Multiple)

TELLY AWARD SILVER & GOLD (Multiple)

COMMUNICATORS, W3 GOLD, DAVEY AWARD GOLD & SILVER (Multiple)

EDUCATION

FASHION INSTITUTE OF TECHNOLOGY | AAS, Advertising & Marketing Communications

SOUTHERN NEW HAMPSHIRE UNIVERSITY | BA, Communications (2024)