

ROBERT RAUFFER

P: (732) 233.9044 | **E:** rob@rauffer.com
W: rauffer.com | **LI:** linkedin.com/in/rauffer
REEL: rauffer.com/reel | **IMDB:** imdb.me/rauffer

Award-winning Executive Producer and Creative Director known for creating large-scale live productions, high-profile digital products, branded content, sponsorship programs and 360-degree marketing campaigns for networks, brands, and agencies. Brings together creative, production, technical, and business talent to craft compelling experiences engaging audiences across channels. A multidimensional leader recognized for diverse experience, dedication to the craft, and hands-on leadership, placing a high value on mentoring and developing teams around individual strengths.

AREAS OF EXPERTISE

- **LIVE & VIDEO PRODUCTION** | Deep background producing large-scale, multimillion-dollar live broadcast events reaching millions of viewers worldwide. Expertise in all aspects of content development and production. Accomplished/award-winning producer and editor of long and short-form programs airing on such networks and OTT as *A&E, AMC, AXSTV, CMT, FACEBOOK, MTV, PARAMOUNT/CBS, PBS, and YOUTUBE*.
- **CREATIVE/DIGITAL** | Two-time Webby Award winner leading digital design, development, and marketing for fortune 500 brands such as *adidas, AT&T, AOL, Live Nation, NHL, Wrigley Company, Warner Bros., Bayer, Scholastic, and United Nations*.
- **SPORTS, MUSIC & ENTERTAINMENT** | Partners with leading brands and talent in sports, music, and entertainment to create world-class programming and marketing campaigns. Led notable collaborations with Justin Timberlake, Willie Nelson, Jerry Garcia, Yoko Ono, Muhammad Ali, Tom Brady, Red Bull, NBA, US Ski & Snowboard Association, USA Swimming, and United States Olympic Committee.

EXPERIENCE

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

- Notable Clients/Talent: Live Nation, A&E, AMC, CMT, FACEBOOK, MTV/VH1, PARAMOUNT/CBS, PBS, YOUTUBE; Dolly Parton, Justin Timberlake, Willie Nelson, Miranda Lambert, Kenny Rogers, Dave Matthews, George Strait, Jimmy Buffett
- Spearheads production, design, and marketing for this Raine-backed production agency. Partners with artists to create live events and original programming for broadcast and digital distribution.
- Head of production overseeing projects ranging from midsized, branded content productions to large-scale multi-camera operations in major arenas. Responsible for planning, budgeting, hiring and oversight of all production/post-production processes.
- Shapes highly successful 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 live performances, sponsorship programs, merchandise, packaging, content, and distribution.
- Directs an in-house team of writers, designers, and marketers plus upwards of 100+ crew during production.
- Leads all aspects of internal brand and marketing work for Blackbird Presents.
- Key member of the agency leadership team influencing strategic planning, brand direction, and priorities.

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

- Led creation and production of live/unscripted and scripted short-form video content for web and social distribution.
- Co-creator brought on to develop and drive product and content strategy for Cambio – the #1 video-based, millennial digital entertainment platform – following its successful launch and acquisition by AOL. The platform delivered over 50M page views per month, serving 20M in paid media with 300% YOY growth in unique views.
- Supervised an agile team of 50+ designers, developers, and video content creators.
- Guided product design, strategy, and roadmap development for all product releases.

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

- Co-led the creative firm in producing award-winning digital products, branded campaigns, video, and sponsorship initiatives for world-class entertainment brands and talent. Directed all aspects of creative development and production.
- Led an agile team of 20+ designers, developers, video producers, 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 #2 Comscore-ranked Cambio digital network (acquired by AOL).
- Clients: Muhammad Ali, Brad Pitt, NHL, NFL, AOL, Tom Brady, The Jonas Group

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

- Co-founded and led a 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 award-winning digital products, video content, and marketing campaigns for multi-industry clients.
- Clients: US Ski & Snowboarding Team, AOL, PR Newswire, Red Bull, Cingular Wireless, AT&T

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

- Led end-to-end creative/web production for 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 including budgeting, resource allocation, scheduling, and design/development processes.
- Featured Clients: 1800flowers.com, adidas, Atkins Nutritional, DoubleClick, Scholastic, Smart Money

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

AFFILIATIONS

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)

GENERAL ASSEMBLY | Product Management Consultant, Enterprise Education Team (2014 – 2015)

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

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

FASHION INSTITUTE OF TECHNOLOGY | AAS, Advertising & Marketing Communications

SOUTHERN NEW HAMPSHIRE UNIVERSITY | BA, Communications