

ROBERT RAUFFER

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Award-winning Producer, Editor, and Creative Director known for developing and producing live and unscripted productions, branded content, sponsorship activations, digital products, and 360-degree marketing campaigns for high-profile networks, brands, and agencies. Creative storyteller with extensive experience in digital and broadcast video production, experiential design, and brand development. Cross-functional team leader recognized for a hands-on management approach, placing a high value on individual mentoring and team development.

AREAS OF EXPERTISE

- **LIVE EVENT & VIDEO PRODUCTION** | 25+ years of production and post-production experience in live events and unscripted programming. Expertise in all aspects of content development, project management, and production. Award-winning Producer and Editor of long and short-form programs airing on such networks as *A&E*, *AMC*, *AXSTV*, *CMT*, *FACEBOOK*, *MTV*, *PARAMOUNT/CBS*, *PBS*, *YOUTUBE*, and *SUNDANCE*. Recent Projects: *Willie Nelson & Family* (Five-Part Episodic Series, Sundance, Co-Producer 2023), *Kenny Rogers & Dolly Parton All In For The Gambler* (Special, CBS/Paramount+, Producer/Editor 2021), *Peace Through Music The United Nations 75th Anniversary* (Special, MTV & Facebook, Producer/Editor 2020).
- **DIGITAL** | Two-time Webby Award winner leading the development of digital products, ecommerce experiences, social media, and digital marketing campaigns for fortune 500 brands such as *adidas*, *at&t*, *AOL*, *Live Nation*, *NHL*, *Wrigley Company*, *Warner Bros.*, *Bayer*, *Scholastic*, *United Nations*, *US Ski & Snowboard Association*, *USA Swimming*, and *United States Olympic Committee*.
- **CREATIVE** | A creative storyteller using my diverse experience in video production, graphic design, and experiential activations to create compelling narratives that engage audiences. Hands-on designer with extensive experience in brand development, web/mobile UI, print, OOH, merchandise, and physical design.

EXPERIENCE

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

- Founding member of this Raine-backed production agency responsible for managing creative, marketing, and video production. Promoted to CMO in 2016.
- Head of production overseeing projects ranging from mid-sized, branded content to large-scale (20k+ audience size) multi-camera live events and unscripted documentaries. Responsible for planning, budgeting, staffing, scheduling, logistics, and all production/post-production processes. My work at Blackbird Presents has appeared on such networks and OTT as *A&E*, *AMC*, *AXSTV*, *CMT*, *FACEBOOK*, *MTV*, *PARAMOUNT/CBS*, *PBS*, and *YOUTUBE*.
- Editor and post-production manager for all long and short-form video content, coordinating with third-party post-houses and freelancers from initial concept through delivery.
- Creative Director and hands-on graphic designer for video productions, integrated marketing campaigns, web/mobile applications, experiential activations, and physical merchandise.
- Manages an in-house staff and an extensive team of freelance producers, writers, designers, marketers, and publicists, including over 150+ crew members during production.
- A key member of the agency leadership team influencing strategic planning, brand direction, and priorities. Leads all aspects of internal branding and marketing for the Blackbird Presents brand.
- Notable Talent: Dolly Parton, Justin Timberlake, Willie Nelson, Miranda Lambert, Kenny Rogers, Dave Matthews

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

- 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.
- Led creation and production of live/unscripted and scripted short-form video content for social distribution.
- Supervised an agile team of designers, developers, and video content creators.
- Guided product design, strategy, and roadmap development for all product releases.
- Notable Talent: The Jonas Brothers, Demi Lovato, Meaghan Martin, Jordyn Sparks

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

- Co-led this creative firm, producing award-winning video programs, digital products, branded campaigns, and sponsorship activations for world-class entertainment brands. Promoted to Chief Innovation Officer / EVP in charge of creative production in 2010.
- Client-facing producer directed all aspects of creative development and production.
- Led an agile team of 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).
- Notable Clients: Muhammad Ali, Brad Pitt, NHL, NFL, AOL, Tom Brady, The Jonas Group

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

- Co-founded and led a full-service marketing agency with expertise ranging from video production, integrated marketing campaigns, and digital product development.
- 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.
- Head of business development, managed client relationships and new business.
- Managed third-party relationships including vendors, freelancers, and contractors.
- Notable Clients: US Ski & Snowboarding Team, AOL, PR Newswire, Red Bull, Cingular Wireless, AT&T

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

- Led end-to-end creative/digital production for clients of this award-winning 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.
- Notable Clients: 1800flowers.com, adidas, Atkins Nutritional, DoubleClick, Scholastic, Smart Money

DIRECTOR OF DIGITAL MEDIA | 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.
- Notable 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 (2012 – 2005)

EDUCATION

FASHION INSTITUTE OF TECHNOLOGY | AAS, Advertising & Marketing Communications

SOUTHERN NEW HAMPSHIRE UNIVERSITY | BA, Communications