

# ROBERT RAUFFER

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## EXPERIENCE

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- PRODUCER / CREATIVE DIRECTOR** | BLACKBIRD PRESENTS | New York, NY 2014 – PRESENT
- Lead production and post-production of large-scale (5M+) multi-camera live/unscripted productions
  - Lead creative direction of all branding, marketing, video, digital, experiential, sponsorships, and merchandise
  - Developed slate of premium content featuring high-profile artists, creating pitches for executives, agents, & networks
  - 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
  - Notable Clients: A&E, AMC, CBS/PARAMOUNT+, CMT, FACEBOOK, LIVE NATION, MTV, PBS, SONY, SUNDANCE
- 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
  - Led development and production of branded content, live/unscripted and scripted short-form videos
  - Drove UX/product design, creative direction/planning, and content strategy
  - Managed 2.5M in sponsorship programs for at&t, JC Penny, Samsung, Clean & Clear, Bayer
  - 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

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**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.

## APPLICATIONS

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**DESIGN/VIDEO PRODUCTION** | Adobe Suite (Premiere Pro, After Effects, Photoshop, Illustrator, Acrobat, & InDesign), Apple (Keynote, Final Cut Pro), Figma

**PROJECT MANAGEMENT** | Microsoft 365 (Word, Excel, Power Point), Google (Drive, Sheets, Docs, Slides), Movie Magic, Cast & Crew, EP, Wrapbook, Emshee, QuickBooks, Trello, Jira, Basecamp, Dropbox

**WEB/MARKETING** | Transmit, BBEdit, WordPress, MailChimp, Google (Analytics, Console, Merchant), Languages (HTML & CSS), social media (Instagram, Facebook, TikTok, Twitter, YouTube, Threads)

## AFFILIATIONS

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**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

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**WEBBY AWARD WINNER & NOMINEE** (Multiple)

**TELLY AWARD SILVER & GOLD** (Multiple)

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

## EDUCATION

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**FASHION INSTITUTE OF TECHNOLOGY** | AAS, Advertising & Marketing Communications

**SOUTHERN NEW HAMPSHIRE UNIVERSITY** | BA, Communications (2024)