



ROBERT W RAUFFER

CREATIVE TELEVISION.

I AM MORE THAN A
PRODUCER...
STRATEGIST...
CREATIVE...
TECHIE...
AWARD WINNER...
DRIVEN LEADER...

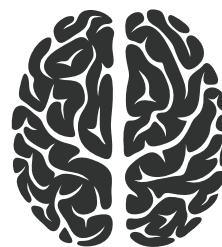
I AM A **STORYTELLER** THAT **DELIVERS RESULTS.**





CREATE + PRODUCE

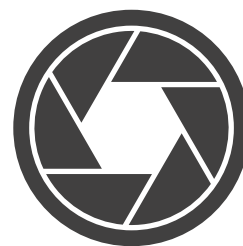
WHAT DOES IT MEAN TO **CREATE + PRODUCE**? IT IS THE ESSENCE OF WHO I AM, HOW I THINK, AND THE VALUE I BRING. IT IS THE RIGHT BRAIN - LEFT BRAIN OPERATING IN PERFECT HARMONY, THINKING CREATIVELY WHILE OPERATING WITH TOTAL CONTROLLED PRECISION. IT IS **CONCEPT TO COMPLETION**.





VIDEO/TV DEVELOPMENT & PRODUCTION

LIVE, SCRIPTED, AND UNSCRIPTED. FROM INITIAL DEVELOPMENT, BUDGET, AND PITCH TO PLANNING, PRODUCTION, AND POST. CREATIVE, TECH, AND MANAGEMENT. I AM WELL VERSED IN ALL PHASES AND ALL ASPECTS.... **I GET IT DONE.**



MUSIC



OVER THE PAST 10 YEARS I'VE PRODUCED LARGE SCALE MULTI-ARTIST CONCERT FILMS AND MUSIC DOCS FOR **A&E, AMC, AOL, CMT, PBS, ASXTV,** & DIGITAL PLATFORMS. MY ROLE INCLUDES EVERY ASPECT OF PRODUCTION FROM BUDGET, DESIGN, AND CAPTURE THROUGH POST-PRODUCTION AND DELIVERY. MY PRODUCTIONS HAVE RESULTED IN MULTI-YEAR GOLD & SILVER **TELLY AWARDS.**



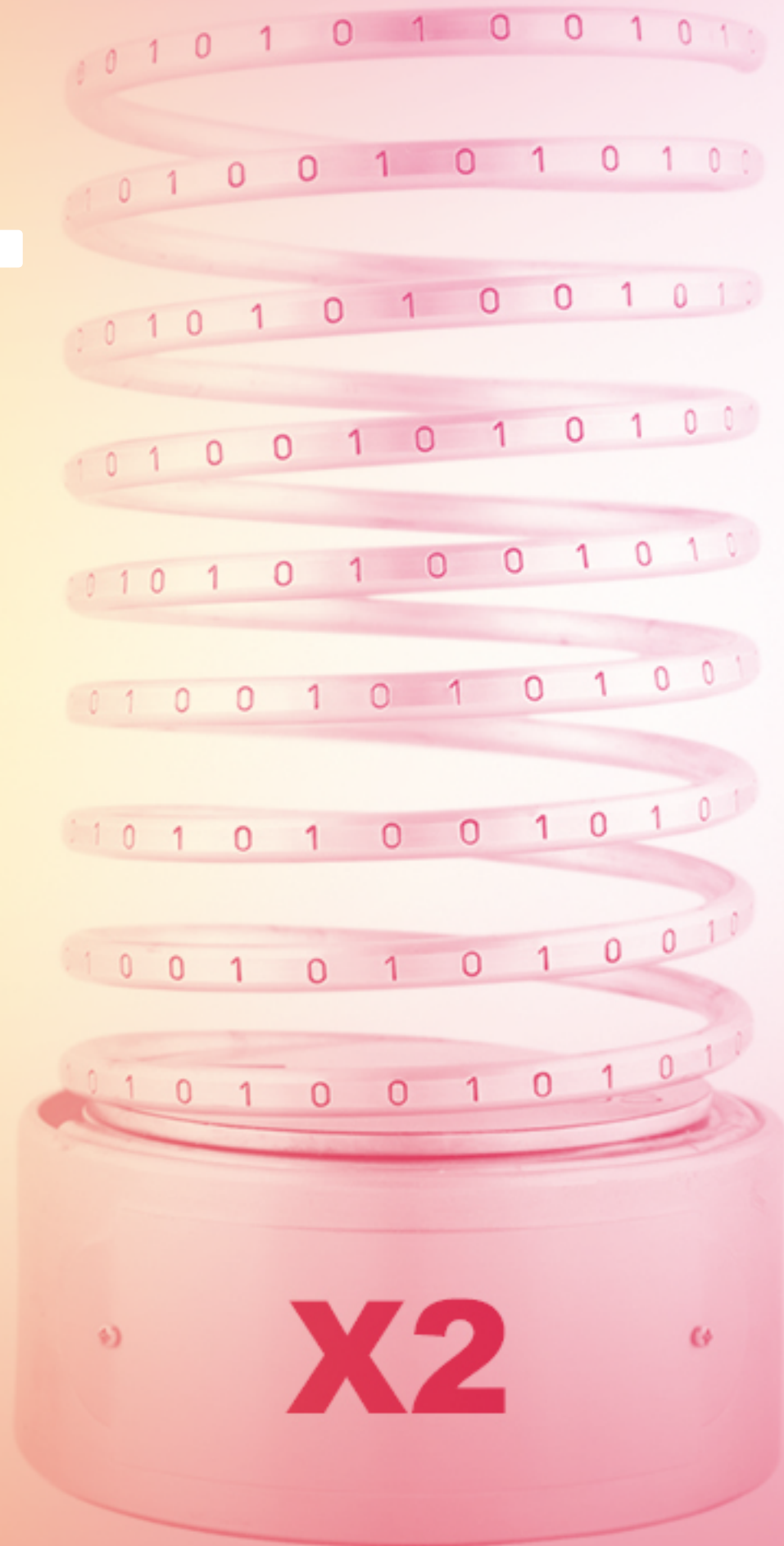


SPORTS

MY WORK IN SPORTS HAS INCLUDED THE PRODUCTION OF PROGRAMS WITH **NBAE & NBC**, AS WELL AS PROJECTS WITH HIGH-PROFILE ATHLETES AND SPORTS ORGANIZATIONS INCLUDING **MUHAMMAD ALI, TOM BRADY, RED BULL, USOC, USA SWIMMING, US SKI & SNOWBOARDING ASSOCIATION.**



DIGITAL



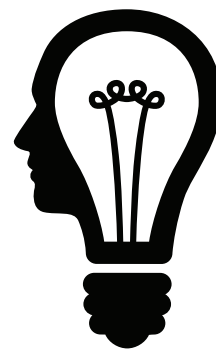
MY EXPERIENCE GOES WAY BEYOND VIDEO PRODUCTION. I HAVE OVER 20 YEARS EXPERIENCE IN DIGITAL PRODUCT DESIGN, DEVELOPMENT AND MARKETING WITH CLIENTS SUCH AS **ADIDAS, AT&T, AOL, NHL, TEQUILA AVION, SKITTLES, WARNER BROTHERS, BAYER, SCHOLASTIC** & MANY MORE. I AM ALSO A **2X WEBBY AWARD WINNER** AND MULTI-YEAR NOMINEE.



CREATIVE



MY CREATIVE WORK SPANS **MULTIPLE ASPECTS** OF CREATIVE DIRECTION AND DESIGN. IT INCLUDES GRAPHIC DESIGN, DIGITAL UI, SET/STAGE & LIGHTING DESIGN, VIDEO, RETAIL, PRODUCT, PITCH DECKS, PRESENTATIONS, STORY DEVELOPMENT, AND ALL FORMS OF ADVERTISING. I AM NOT ONLY A **CREATIVE DIRECTOR**, BUT I'M AN EXPERIENCED HANDS-ON DESIGNER.





I USE TECHNOLOGY TO BRING MY CREATIVE CONCEPTS TO LIFE. MY EXTENSIVE EXPERIENCE WITH INDUSTRY-STANDARD CREATIVE & PRODUCTION TOOLS INCLUDE **ADOBE CREATIVE SUITE, PROJECT/PRODUCTION MANAGEMENT SOFTWARE, VIDEO PRODUCTION EQUIPMENT, AND MANY DIGITAL/WEB APPLICATIONS.**

ADDITIONALLY, I'VE BEEN AN AVID **APPLE®** USER FOR 30 YEARS AND HIGHLY EXPERIENCED WITH **OSX, IOS, & ALL CORE APPLE® APPLICATIONS.**



A woman with blonde hair is sitting in a large, light-colored armchair in a recording studio. She is wearing a black long-sleeved top and black patterned pants. The studio is filled with various pieces of equipment, including speakers, a mixing console, and microphones. The background features a brick wall and a large window. The entire image has a warm, orange-red color overlay.

**IT'S ALL IN
A NAME**

I WILL LEAVE YOU WITH A BIT OF NAME DROPPING. THIS IS JUST A SMALL SAMPLING OF THE HUNDREDS OF ARTISTS I'VE HAD THE PLEASURE TO WORK WITH OVER MY 20 YEAR CAREER. **DOLLY PARTON, JUSTIN TIMBERLAKE, LIONEL RICHIE, DAVE MATTHEWS, WILLIE NELSON, ED HELMS, MICHAEL JORDAN, KRIS KRISTOFFERSON, MATTHEW MCCONAUGHEY, KEVIN BACON, AND YOKO ONO.** WHAT I HAVE DONE FOR THEM, I CAN DO FOR YOU.



THANK YOU

FOR THE OPPORTUNITY TO SHOW YOU HOW
I CAN NOT ONLY DELIVER BUT EXCEED
YOUR EXPECTATIONS.



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