

ROBERT RAUFFER

CREATIVE DIRECTOR, TELEVISION PRODUCER & DIGITAL PRODUCT STRATEGIST

CREATIVE • TELEVISION • DIGITAL

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Executive Producer/Producer specializing in the creative development and production of live/unscripted and scripted programming for broadcast and digital networks. Creative director and marketing executive for live musical events, television broadcasts, digital applications, & physical products.

Award-winning producer and editor for multiple broadcast specials which have appeared on A&E, AMC, CMT, PBS, AXSTV, & MTV/VH1. Two-time Webby Award winner with multiple nominations for the creation and development of high-profile digital products for clients such as at&t, adidas, AOL, Muhammad Ali, NFL, NHL, Brad Pitt, Red Bull, Scholastic, US Ski & Snowboarding Team, and more.

BLACKBIRD PRESENTS

NEW YORK CITY

2014- PRESENT
2012- 2014 (CONSULTANT)

CMO/CREATIVE DIRECTOR & EP/PRODUCER

Executive Producer at this *Raine* backed music/TV production company, managing all aspects of live/unscripted and scripted television programming for broadcast and digital distribution. Networks include A&E, AMC, CMT, AXSTV, Qello & PBS. Hand's on producer managing concept/creative, talent, budgeting/forecasting, scheduling and production teams from pre-production through post-production and delivery.

Lead the creation and execution of highly successful entertainment brands centered around multi-artist concert events, festivals, tours, broadcast specials, and music/film releases. Manage the complete brand experience from initial concept through the development of live performances, sponsorship programs, broadcast premieres, merchandise, packaging, record releases, and distribution.

Oversee digital product strategy, marketing, design, development, and social media for Blackbird Presents corporate and individual events/brand experiences.

Designed and launched Blackbird Presents' successful flagship retail boutique and ecommerce fulfillment center. Manage the design, development, and fulfillment of branded merchandise.

AOL

NEW YORK CITY

2010- 2013

CREATIVE DIRECTOR / VIDEO PRODUCER / DIGITAL PRODUCT MANAGER

Co-creator Cambio.com, the #2 Comscore ranked and #1 video based/socially driven millennial entertainment platform across the AOL network, delivering over 50m PV's per month, serving 20m in paid media with 300% UV growth YOY. Producer/editor of live/unscripted and scripted short form video programming.

Developed and managed product design, strategy, roadmap, and prioritization for all product releases. Led an Agile team of 50+ designers, developers, and video content creators. Managed the development of written and video content for web and social distribution from concept to completion. 2014 Webby Award Honoree/Celebrity Fan. Cambio was created while at MGX LAB and acquired by AOL in 2012.

MGX LAB

NEW YORK CITY

2009-2011

EVP/CIO HEAD OF VIDEO PRODUCTION / CLIENT PRODUCTS

Second in command of this digital development & branding firm focused on digital product development, branded entertainment, video production and sponsorship initiatives for some of the world's top entertainment brands and personalities.

Led an Agile team of strategists, designers, developers, video producers and marketers launching highly innovative large-scale digital products and branding campaigns. Increased productivity and revenue growth over a twelve-month period by 100%. Developed and executed award-winning campaigns for Muhammad Ali, Brad Pitt, NHL, NFL, AOL, Tom Brady, The Jonas Group. Webby Award, 2010 Activism. Transitioned to AOL/Cambio upon the launch of cambio.com.

BIG RIG CREATIVE

BROOKLYN, NY

2003-2009

CEO, HEAD OF VIDEO PRODUCTION / DIGITAL PRODUCT MANAGER

Co-founder of this design and marketing firm. Led teams of digital product managers, designers, developers, video producers and marketers while overseeing business development, client management, and operations.

Developed Award-winning digital products, video productions and marketing campaigns for Cingular Wireless, at&t, US Ski & Snowboard Team, AOL, PR Newswire, Red Bull and more. Creating a multi-million-dollar line of interactive DVD&CD-ROM products for US Ski & Snowboarding Team. 2005 Webby Award/Professional Services. Multiple Gold & Silver Telly Awards.

ROBERT RAUFFER

EXPERIENCE CONTINUED

DIGITAL PULP

NEW YORK CITY

1998–2003

SENIOR INTERACTIVE PRODUCER / CLIENT PRODUCTS

Led product design, development and marketing projects for the firm's largest multi-million dollar accounts. Developed client proposals, pitches and led negotiations. Managed market/consumer research and specifications phases. Created PRD & PMR documents and defined product vision and campaign strategies. Managed budgets, internal and external resources, and all aspects of design, development and roll-out. Clients included 1800flowers.com, Plow & Hearth, Scholastic, DoubleClick, Atkins Nutritional, Adidas, Smart Money, AltaVista, and NYC 2012. <http://digitalpulp.com>

PIXELBAIT

POINT PLEASANT, NJ

1998-PRESENT

PRODUCT MANAGEMENT CONSULTANT / VIDEO PRODUCER

Founded this consortium of digital product innovators focused on creating consumer-centric (B2B/B2C) product solutions for start-ups to fortune 500 companies. Led design and development teams through all phases of product development including market and user research, strategy, design, development, testing, tracking and ongoing product releases. Video producer/director and editor for corporate and non-profit organizations. <http://pixelbait.com> & <http://pixelbait.net>

GANNETT

ASBURY PARK, NJ

1997–1998

DIRECTOR ONLINE DIGITAL NEWS & AD CLIENTS

Managed a team of digital designers, developers and content managers for New Jersey's second largest newspaper. Created new revenue streams through the development of online classified, ecommerce products and advertiser's mini-sites. <http://app.com>

MONMOUTH REGIONAL HIGH

TINTON FALLS, NJ

1991–1997

TECHNOLOGY COORDINATOR

Responsible for purchasing, implementing, and managing all technology related products and services. Developed and launched the first school Web site (1995) and trained staff on emerging technologies including Web, email and online educational resources.

INDEPENDENT

ASBURY PARK, NJ

1991–1997

VIDEO ENGINEER & PRODUCER

Technical engineer for major sports, entertainment, and professional organizations including NBA Entertainment, NBC Sports, HBO, MTV, and MLB. Producer and editor of short form corporate videos for various mid to large size companies such as J&J and at&t.

SESAME WORKSHOP

NEW YORK CITY

1970–1977

CHILD ACTOR, SESAME STREET

Original cast member and semi-regular of the hit PBS TV series Sesame Street.

EDUCATION & ORGANIZATIONS

Fashion Institute of Technology
Advertising & Marketing Communications, A.A.S

General Assembly
Consultant 2014-Present
Product management consultant for Enterprise Education team.

The Product Group
Member 2014 - Present

International Academy of Digital Arts & Sciences
Member/Associate Judge - Webby Awards 2007 - Present

Telly Awards
Judge - 2007 - Present

International Academy of the Visual Arts
Member/Judge - Davey Awards 2006 - Present

AWARDS

Webby Award Winner 2005 & 2010
Webby Award Honoree 2012 & 2013
Communicator, W3 Gold, Davey Award Gold & Silver 2005 - 2012
Telly Award Silver & Gold 2007, 2009, 2017
National Student Advertising Competition Finalist 1988

CONTACT INFORMATION

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