

# ROBYN STERN

Los Angeles, CA

Creative Director + Strategist + problem solver + Content Creator + social media enthusiast who believes that concept is king and design his lovely queen. Advertising is my life and I'm not ashamed to admit that.

[robynstern@bookofrobyn.com](mailto:robynstern@bookofrobyn.com)

917 690 5041 mobile

## Experience

Associate Creative Director

### Saatchi & Saatchi LA

- Part of the team that launched Toyota Safety Sense
- Manage teams on Toyota Sales Events campaigns
- New business wins include LA Chargers
- Helped create a more open and collaborative work space for the Creative Department

Los Angeles

Jul 2015 - Present

Creative Director

### Freelance

Los Angeles

Content Strategist

### The Wonderful Agency

Management of creative teams, creation and implementation of social and digital ideas, and development of content and strategy for the Wonderful Brands and [Teleflora.com](http://Teleflora.com)

Los Angeles

---

Creative Director

NY/LA

## afg&

- Responsible for the development of strategies and creation of big ideas that cross multiple platforms for brands within the Purina Pet Care portfolio, as well as other clients.
- Made Fancy Feast relevant by evolving it's brand positioning and visual language from old world luxury to modern gourmet
- Brought Purina's corporate mission to the social space via a contextually relevant 360°campaign
- Created content for Fancy Feast resulting in it being one of the top 10 viral videos of the week (over 1mm views in under 8 weeks)
- Developed a digital e-card and Instagram experience for Fancy Feast Gourmet Cat Food
- Manage and mentored junior teams
- Help generate and acquire new business opportunities

---

Associate Creative Director

New York

## Freelance

---

Senior Integrated Creative

New York, NY

## Ogilvy and Mather

- Clients included Kraft, Time Warner Cable, IBM, British Telecom, Castrol Motor Oil, and AmEx
- Responsible for the creation and implementation of 360° Integrated Marketing campaigns across a global scale as well as aid in the pitching of new business.

---

Senior Art Director

New York, NY

## TBWA/Chiat/Day

- Developed intriguing traditional work for Sprint/Nextel Communications
- Produced award winning television, created a retail look, tone & feel, develop promotional and sport sponsorship program advertising materials
- Guided junior teams on their development of conceptual work.
- For Absolut I was part of the team that developed concepts for the new positioning statement, "IN AN ABSOLUT WORLD"

---

Art Director

New York, NY

## Ogilvy and Mather

- Clients included AT&T, Motorola
- Responsible for the creation and implementation of consumer communications for AT&T Wireless that included the big campaign of "How many bars do you have?"
- Ensured AT&T Wireless retail communications were consistent with overall brand messaging and simultaneously worked on a global 360° Integrated Marketing campaign (US and European market) for Motorola

---

Art Director

Littleton, CO

## The Integer Group

- Part of the team that developed highly recognizable materials for large promotional experiences including "Queen of Halloween."
- Managed geo-specific marketing materials for Coors Brewing Company.

Awards

## Awards & Mentions

### Awards:

Creativity, Archive, Effies, Art Director's Club of Denver (Silver and Gold), Halo Awards, Cannes: Short Listed

### Involvement:

Judge, 2015 AAF Annual Show, Orange County  
Advertising Teacher, Otis College

### Mentions:

<http://www.adweek.com/creativity/toyotas-cars-are-so-safe-today-its-crash-test-dummies-are-looking-for-other-work/>

<https://medium.com/thenextgag-interviews/robyn-stern-associate-creative-director-saatchi-saatchi-la-c96ac33baef3?platform=hootsuite>

<http://www.campaignlive.com/article/toyota-welcomes-soldier-home-10000-feet-below/1418240?platform=hootsuite>

<http://www.adweek.com/news/advertising-branding/cats-win-americas-favorite-pet-145110>

<http://www.nytimes.com/2012/10/19/business/media/caught-up-in-voting-ads-ask-consumers-to-cast-a-ballot.html?smid=tw-share&r=0>

## Education

Bachelor of Science, Visual Communications

Newark, DE

## University of Delaware

Majored in Visual Communications  
Minored in Art History

---

Screenwriting / Pilot Development

Los Angeles, CA

## The Writing Pad

---

Robyn Stern

[robynstern@bookofrobyn.com](mailto:robynstern@bookofrobyn.com)

917 690 5041 mobile