

# Robyn Stern

Los Angeles, CA

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917 690 5041 mobile

Creative Director + Strategist + Problem Solver + Creator + Social Justice Enthusiast who believes that a strong concept is the foundation and beautiful design is the cherry on top (yes I know, mixed metaphors).

## Experience

Creative Director

Los Angeles

Jul 2015 - Present

## Saatchi & Saatchi LA

Creative Director 10/18 - Present

Co-Chair, Viva Women! 01/19 - Present

Associate Creative Director 7/15 - 9/18

- Manage teams of varying sizes, working on Toyota
- Creative Lead on Alternative Fuel Cell and Hybrid vehicles
- LA Co-Chair for Viva Women, a Publicis Groupe Business Resource Group
- Led launch of Toyota Safety Sense integrated campaign
- Led launch of 2019/2020 Prius integrated campaign
- Lead creative on the Domestic Olympics partnership for Toyota
- Includes athlete integration, Governing Bodies partnership and overall creative strategy for the 2020 Summer Olympic/Paralympic Games
- Developed successful retail TV that resulted in the highest performance consumer recollection and likability score
- New business pitches, wins include: LA Chargers, ASICS

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Content Strategist

Los Angeles

## The Wonderful Agency

- Managed a digital team of writers and designers
- Created content for Wonderful brands online and social portfolios including POM Wonderful, FIJI Water, Justin Wines
- Relaunch of [Teleflora.com](http://Teleflora.com), 2014 Christmas and 2015 Valentine's Day digital activations
- Developed social and digital activation plans for FIJI Water
- Worked directly with clients to develop and implement strategic direction for social initiatives
- CMS // UX

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Creative Director

NY/LA

## afg&

- Made Fancy Feast relevant by evolving it's brand positioning and visual language from old world luxury to modern gourmet
- 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
- Brought Purina's corporate mission to the social space via a contextually relevant 360° campaign
- Developed a digital e-card and Instagram experience for Fancy Feast Gourmet Cat Food
- Manage and mentored all level teams
- Help generate and acquire new business opportunities

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Senior Integrated Creative

New York, NY

## Ogilvy and Mather

- Creation and implementation of 360° Integrated Marketing campaigns for IBM across a global scale for their C-Suite and IT audiences
- Created multi-platform work for Kraft Beverages such as Kool-Aid and Crystal Light
- Developed concepts for regional and national sponsorships and partnerships for TWC
- Involved with new business pitches
- Part of the team that developed “How many bars do you have?” for AT&T Wireless
- Ensured retail communications were consistent with overall brand messaging for AT&T
- Worked on a global 360° Integrated Marketing campaign (US and European market) for Motorola
- Developed concepts for steady brands like Maxwell House, Delta and Ford Motor Co.

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Senior Art Director

New York, NY

## TBWA/Chiat/Day

- Managed projects and junior teams for the Sports Marketing arm of a large telecommunications client
- Produced award winning television
- Help create and execute retail look, tone and feel
- Created promotional advertising materials and sweepstakes communications
- Guided junior teams in the development of conceptual work

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Art Director

Littleton, CO

## The Integer Group

- Created retail, traditional and experiential materials for Coors Brewing Company and their sports marketing relationships (NASCAR, NCAA, NFL, ESPN)
- Developed highly recognizable materials for large promotional experiences
  - including “Queen of Halloween”
- Managed geo-specific marketing materials for Coors Brewing Company
- Worked with small budgets to create big ideas for local clients

## 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

Mentor, ThinkLA

Mentor, Saatchi & Saatchi Mentoring Program

#### Mentions:

<https://www.instagram.com/wherearethebossladies/>

<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

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Screenwriting / Pilot Development

Los Angeles, CA

## The Writing Pad

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