



732 425 4507 / rob@robadamscd.com / www.robadamscd.com / www.linkedin.com/in/robadamscd

## Summary

---

Dynamic, results-driven Creative Director and Brand Champion with solid management experience, award-winning creative talents, and strong strategic, leadership and communication skills.

## Achievements

---

- Built brands and generated awareness using all media for A&E, AT&T, BellSouth, Benjamin Moore, Coldwell Banker, DuPont, ETS, GE, Johnson & Johnson, McCormick, Multimedia Entertainment, Newsweek International, Novartis, Roma Foods, and Springmaid, among others
- Revitalized the global ETS Brand and subbrands, establishing new graphic standards, messaging hierarchy, endorsement branding strategies, training and support for global channel members
- Oversaw a budget of \$4MM, ending the fiscal year under budget with a variance of less than 5%
- Annually set departmental objectives and measures; conducted staff reviews; informed professional development plans for 30+ designers, writers, video specialists and project planners
- Contributed strategies for a successful campaign that has seen GRE convince over 1,000 top business schools to change behavior and accept GRE scores for admissions
- Developed creative solutions for a wide variety of integrated campaigns for consumer, B-to-B and internal corporate communications programs
- Continually create and/or direct creative professionals to generate award-winning work for direct response, branding, identity, promotions and advertising in all media
- Previously owned and managed a creative services business
- Authored articles for trade publications on production techniques
- Helped organize company-wide extra curricular activities including talent shows, themed breakfasts and a bowling league for a company with over 300 people

## Experience

---

### **August 2005 - Present • ETS, Princeton, NJ**

May 2015 - Director of Creative Services & Multimedia Initiatives, leading the team and driving strategy for integrating internal video production into the mix of in-house services used in supporting internal communications as well as building the ETS corporate brand and product brands.

January 2008 - Director of Creative Services, reporting directly to the VP of Marketing and Public Affairs. Added responsibilities include managing a \$4MM budget; overseeing Project Planning; and serving as global brand liaison, assisting agencies in creating materials that are on-brand and trademark protected.

December 2006 - Promoted to Director of Creative Services, overseeing a staff of thirty-five designers, writers, proofreaders and managers. Directed the creation of integrated campaigns, managing the corporate brand and subbrands within each strategic business unit (K-12, higher education, global), mentoring staff, launching new products, coordinating strategy with Marketing and overseeing the implementation of all tactics (print, online, trade shows, direct marketing).

August 2005 - Hired as Art Director for corporate and marketing communications departments within the leading global education solutions organization, overseeing a staff of six designers.

### **September 2001 - August 2005 • Splinter Group, LLC, Sayreville, NJ**

Served as Creative Director, Partner for an award-winning full-service agency. Responsibilities included new business generation, brand management and the creative development of print advertising, online marketing, direct marketing, collateral, corporate identity, promotions and new media. Clients included Benjamin Moore, Broadbeam Corp, Bronx-Lebanon Hospital Center, Comstar Interactive, DuPont, Electrum Group, Equity Source, Maxim Group, Norkus Foodtown, Roma Foods, Spirits Unlimited and Star Micronics.

---

## Experience (continued)

---

**January 2001 - September 2001 • DVC Worldwide, Morristown, NJ**

Re-joined DVC as Interim Group Head on the AT&T PrePaid business overseeing development of the creative product as well as being the main contact with the client. Responsible for managing a staff of copywriters, art directors and desktop operators. Played lead role in not only growing the core business of AT&T PrePaid Phone Cards, but also launching two new products at retail under the AT&T PrePaid umbrella (prepaid Internet and prepaid micropayment cards).

**June 1999 - January 2001 • The Sawtooth Group, Woodbridge, NJ**

Senior Art Director for an award-winning advertising agency creating ads, direct mail, video, TV, collateral, identity and new media for BellSouth, Coldwell Banker, McCormick, Peterson's and StarCite.com. Heavy client contact as well as management of projects and supervision of creative team members.

**March 1998 - June 1999 • DVC Worldwide, Morristown, NJ**

Senior Art Director for a leading marketing & promotions agency developing ads, direct mail, POP, collateral and new media on national promotions for AT&T PrePaid. Heavy client contact as well as supervision of art directors, copywriters and photo shoots. Assisted Group Head in growing the AT&T PrePaid business as well as managing work flow and department functions.

**May 1997 - March 1998 • Grafica, Chester, NJ**

Senior Art Director for an accomplished advertising agency. Heavy concept and design as well as supervision of other art directors on ads, direct mail, new media, new business proposals, identity, promotions and collateral for AT&T, Lucent Technologies, Energis Resources, Ortho, Wheaton Science and Lawson Mardon Packaging.

**January 1994 - May 1997 • Courtney & Company, New York, NY**

Art Director for an award-winning graphic design firm. Developed concepts, supervised photo shoots/stock photography, designed and produced promotions, packaging, identity, new media, advertising and collateral for Newsweek, Refron, A&E Video, Multimedia Entertainment, UJA, Lipton, Cleaner's Supply and Sithe Energies. Heavy client contact as well as coordination of design staff.

**March 1993 - January 1994 • 2000 Group (formerly Widmann & Company), New York, NY**

Art Director for a proven marketing & promotions firm. Developed concepts with copywriters and the Creative Director, supervised photo shoots, coordinated design staff, designed and produced promotions and collateral for Pizza Hut, Wilson, Columbia School of Nursing and Springmaid.

**October 1991 - March 1993 • Widmann & Company, New York, NY**

Graphic Designer for an award-winning advertising agency, designing and producing identity, collateral and promotional items from sketches through electronic mechanicals. Clients included Brunswick and Fils, Hunting World, DuPont and Telemundo.

---

## Education

Bachelor of Arts in Graphic Design, Rutgers University, Newark, NJ

---

## Honors/Awards

Original work and articles published in the leading industry publications:

Print's Regional Design Annual	American Inhouse Design Award	Creativity 27
How's Best Self-Promotions	Step-by-Step Electronic Design	Publish Magazine
Graphic Design: USA	"Fresh Ideas in Photoshop"	ASTRA Award
American Graphic Design Award	"Best Holiday & Seasonal Promotions"	Hermes International
Dale Carnegie Leadership	GDUSA: People to Watch in 2015	Creative Award
Training for Managers: Innovation Award Recipient		