

ROBERTO RUBIO



NYC



HireRoberto.com



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305.785.2815

AWARDS

Cannes Lions x 4
London International Awards x 2
Tribeca Film Festival
El Ojo x Grand Prix

SKILLS

Adobe Suite (PS, AI, ID, PR, AE)
Supervise multidisciplinary teams
Project management
Editor / Animator / Illustrator
GIF maker extraordinaire
Copywriter (6 words or less)
Ex-Account Manager
Fluent in digital/social media
Ordained Minister

Grey Group, New York, NY

Associate Creative Director: Walgreens, Advil, Stouffer's, HSBC, Papa John's, Lilly, FX Network

Jan 2017 – Present

- Creative leadership for Walgreens (PR, USH, GM) and Advil.
- As head of art direction for Grey Wing, I am responsible for strategic thinking, pre-creative development and all work leaving the agency.

Vroom, New York, NY

Freelance Art Director

June 2015 – March 2017

- Creative leadership for their online presence.

Publicis, New York, NY

Freelance Sr. Art Director: Citi, Citi Global

Aug 2015 – May 2016

- Responsible for Citi Rewards online presence.
- Created a set of bulletproof email templates for multiple global markets.

Erwin Penland, New York, NY

Art Director: L.L.Bean, Denny's, Microsoft, Evolve, CIT Bank, Verizon

May 2014 – May 2015

- Created and executed L.L.Bean's 2014 outdoor holiday campaign.
- Rebranded and redesigned CIT Bank's website.

Kolle-Rebbe Advertising Agency, Hamburg, Germany

Jr. Art Director: Google, Lufthansa, Ritter Sport, Universal Music, Leibniz

June 2012 – Dec 2013

- Assisted in widening Google's popularity in Germany by creating unique content for Bundesliga Football teams.
- Strengthening the agency's international presence by creatively contributing on all the major accounts held by the agency.

DraftFCB, Chicago, IL

Art Director Intern: KFC, Jack Daniel's, Del Monte, Discover Card, got milk?

March 2012 – May 2012

- Responsible for KFC online presence.
- Aided in the design of Discover Card's revamped mobile app.

Crispin Porter+Bogusky, Miami, FL

Account Executive: Burger King, Al Gore's Reality Coalition, Hulu, Buell

Aug 2006 – Feb 2010

- Worked on major cross-promotions and celebrity collaborations, including Indiana Jones, Spider-Man, SpongeBob, Al Gore, Diddy, Spike Lee and with the Coen brothers.
- Facilitated the TV production of Whopper Freakout and many other well loved "Creepy King" spots.

Siboney USA Advertising Agency, Miami, FL

Account Coordinator, Kellogg's, Zumba Fitness

May 2004 – Dec 2005