

ROBERT SNOW

CREATIVE DIRECTOR / WRITER

New York, NY | e: robert@marketingsnow.com | p: 917-841-7377 | w: marketingsnow.com

Senior creative leader and strategist with over 20 years of experience producing award-winning integrated marketing communications campaigns for leading global advertising agencies and brands. Broad expertise across all media, including digital, print, broadcast, and experiential, merging creative and business expertise to develop work that translates multi-platform messaging into measurable business outcomes. Leverages a passion for marketing, brand-building, creative development, and writing as a mentor to emerging creative professionals.

EXPERIENCE

- Principal / Creative Director, RSMC INC., New York, Toronto** 2010 – present
Specialize in creative direction, content strategy, brand development, and copywriting for multi-channel B2B marketing communications largely for the technology sector. Select clients include: Microsoft, Dell, Telus, SAP, Cogeco, LinkedIn, DHL, Zurich Insurance, Crest, CenturyLink, Covisint, Smart Car.
- Creative Director (contract), Y&R/VML, New York** 2010 – 2011
Led cross-functional development of messaging, strategy, and creative for the first ever digital corporate global advertising campaign for Dell. Supervised teams in New York and Kansas City in creating digital advertising, market-centric special events, and award-winning corporate website. Orchestrated an experiential campaign in Times Square engaging pedestrians with real-time video and social media feeds.
- Creative Director / Creative Group Head, WUNDERMAN, Seattle / Toronto** 2005 – 2010
Oversaw creation of marketing communications, brand identity, advertising, and relationship marketing programs for Microsoft in partnership with creative, strategy, and account teams in Europe, Asia, and North America. Developed content for Canadian brand presence for Microsoft, HP, MSN, Samsung, Resolve, and Diageo. New business development team member, helping win more than \$1M in business. Pioneered the 4 Quadrant Process, an innovative communications model for developing marketing communications for technology brands. Promoted to Creative Director with oversight of Microsoft account in Seattle office.
- Creative Director / Writer, FREELANCE** 2002 – 2005
Developed and wrote marketing communications for major global brands in North America and Asia. Select clients include: IBM, Cisco Systems, Motorola, Cognos, ATI, American Express, Cybermation, Microsoft, TD Bank, BMO, Royal Bank, Columbia House, Yves Rocher, BC Tourism, and World Vision.
- Group Creative Director / Senior Writer, OGILVY, Toronto** 1998 – 2002
Group creative lead on campaigns for IBM, Lotus, Jaguar, DuPont, American Express, FedEx and eAssist. Brand steward for IBM, overseeing all digital, direct and advertising for Canada. Created several global campaigns for IBM, working with teams in New York, Paris, London, Toronto, and Montreal.. Member of new business development team.
- Creative Supervisor, Senior Writer, FCB DIRECT, Toronto 1996 - 1998
- Senior Writer, STRATEGIC AMPERSAND, Toronto 1995 – 1996

SELECT AWARDS

- Webby People's Choice, Dell (2012)
Web Award - Computer Hardware Website, Dell (2012)
IMCA – Banking, Zurich (2010)
Lester Wunderman CEO Achievement, Microsoft (2008)
Cannes Shortlist - B2B Direct, Microsoft (2008)
Webby Honoree, Microsoft (2008)
- NAMMU - Business Products, Microsoft (2008)
ECHO Merit - Information Technology, Microsoft (2008)
NAMMU - Business Products, Microsoft (2007)
CMA Gold - Broadcast, BC Tourism (2005)
Echo Silver – Automotive, Jaguar (2001)
CMA Gold – Broadcast, IBM (2001)

EDUCATION

- Bachelor of Arts (English Literature) University of Toronto
Certified Advertising Practitioner (CAAP) Institute of Communication Agencies