

iamroy.org 404.550.6722

IAMROY

CREATIVE DIRECTOR AND STRATEGIST

I am a seasoned Creative Leader and I have passion for everything I do.
I've won awards but what I'm really into is doing smart work with great people for great brands.
Whether it's leading a brainstorm, working on a new business pitch or leading from the front, I am all in.

ACCOMPLISHMENTS

20 years of multi-channel **creative management experience leading design teams, cross-agency collaboration, and customer experience design** for Fortune 25 brands like FOX, Verizon Wireless and L'Oréal.

Concepted, sourced and built interactive brand platforms powered by AI, Branded video content, Xbox, websites and advertising for brands including Verizon, Coca-Cola, Muzik and more.

As a Creative Lead, **managed and mentored over 75 people** including tech, UX, and creative teams.

Selected and Hired over 150 people, **built teams and managed creative spend and client budgets at over 6.5 Million**.

Pitched and won new media campaigns/digital grossing 185 Million in paid, earned and owned media.

Developed identity and brand for Guardian, a startup focusing on inner city youth through martial arts enforcing positive reinforcement and gamification.

Grew Georgia Pacific from a team of 2 to 35, increasing **client spend to \$2.5 Million** by identifying client goals and pitching work to meet the various brands needs.

Launched Verizon into the Gamification age by concepting rich media, using **AI-powered Microsite/In-Game advertising with the Alan Wake Project, increasing brand awareness and sales by 350%**.

Changed consumer perceptions with brand engagement through Xbox with **L'Oreal's Beauty Vision app with AI and Interactive Video**, enabling people to contribute and experience Fashion Week, a landmark event held by the brand.

Guided Verizon through digital and social on multiple accounts over the years, creating agency **growth from 1.5 Million to over 50 Million in spending** on media, creative, account and IT teams.

EXPERIENCE

Creative Strategy, Writing, Art Direction and design
<http://iamroy> - 2014 - present

Sr. Digital Marketing Director
Great West/Empower - 2018

Creative Director
Hill Aevium - 2017

Instructor Digital Design and New Media
University of Colorado - 2016

Creative Director
Moxie USA - 2009 - 2013

ACD
Moxie USA - 2006 - 2009

Sr. Art Director
Moxie USA - 2003 - 2006

EDUCATION

Art Institute of Colorado
BS, Design and Visual Communications,
Advertising

AWARDS AND RECO'S

I've won a bunch of awards, and people still like me!

<https://www.linkedin.com/in/roykaufman/>