

IAMROY

CREATIVE DIRECTOR AND STRATEGIST

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MAKE THE WORK FAMOUS

Coca-Cola · Verizon · Empower · L'Oréal · Grammarly · Brawny · Nestlé · Georgia-Pacific

THE PROOF

27 years of multi-channel creative leadership. Design teams, cross-agency work, and customer experience for Fortune 25 brands including FOX, Verizon Wireless, and L'Oréal.

Conceived, sourced, and built interactive brand platforms, branded video content, Xbox experiences, sites, and advertising for Verizon, Coca-Cola, Muzik, and more.

As Creative Lead, **managed and mentored over 175 people** across tech, UX, and creative.

Selected and hired over 238 people. Built teams and managed creative and client budgets over \$12.5 Million.

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

Grew Georgia-Pacific from a team of 2 to 35, increasing client spend to \$2.5 Million.

Launched Verizon into gamification. Rich media, microsite, and in-game advertising with the Alan Wake Project. Brand awareness and sales up 350%.

Changed consumer perception with brand engagement on **Xbox with L'Oréal Beauty Vision**, Interactive Video, and Fashion Week.

Guided Verizon through digital and social on multiple accounts. Agency growth from **\$1.5 Million to over \$50 Million** in spending across media, creative, account, and IT.

EXPERIENCE

Creative Director
iamroy · 2014–present

Creative Director
Surefront · 2022–2026

Sr. Art Director
Video/Motion/Design
Deutsch LA · 2022

Sr. Digital Marketing Director
Empower / Great West · 2018–2019

Creative Director
Hill Aevium · 2016–2017

Instructor, Digital Design/New Media
University of Colorado · 2015–2016

Creative Director
Moxie USA · 2009–2013

ACD
Moxie USA · 2006–2009

Art Director
Moxie USA · 2003–2006

EDUCATION

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