

iamroy.org

720.724.3880

# 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

24 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 175 people** including tech, UX, and creative teams.

Selected and Hired over 238 people, **built teams and managed creative spend and client budgets at over 12.5 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 Director**  
Surefront - 2022 - present

**Art Director, Video/Motion/Design**  
Deutsch LA - 2022

**Creative Strategy, Writing, Art Direction and design**  
<http://iamroy> - 2014 - 2022

**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

**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/>