

ROBYN STERN

MAKER • DOER • BEING

Los Angeles, CA

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Pronouns: She/Her/Hers.

Award-winning creative lead with 20+ years of experience cultivating global brands in the advertising space. Proven ability to orchestrate omni-channel campaigns including social, digital, TV and content, as well as in-house, retail, experiential and strategic development. Experienced executive management overseeing multiple teams and interfacing with senior client leadership.

Awards + Mentions

Awards & Mentions

Webby Awards: Honoree + People's Voice Nominee, Dallas
Addy's Gold + Silver, Cannes: Short Listed, NY Festivals
Advertising Award, Creativity Ad of the Day, Archive, Effies, Art
Director's Club of Denver, Halo Awards

Involvement:

Chief, Member

Founding Member, Saatchi Diversity Taskforce

4A's MAIP Mentor

Judge, Cresta Awards

Judge, AAF Annual Show, Orange County

Advertising Teacher, Otis College

Mentor, ThinkLA

Mentions:

<https://www.instagram.com/wherearetheboss ladies/>

<http://www.adweek.com/creativity/toyotas-cars-are-so-safe-today-its-crash-test-dummies-are-looking-for-other-work/>

<https://medium.com/thenexttag-interviews/robystern-associate-creative-director-saatchi-saatchi-la-c96ac33baef3?platform=hootsuite>

<http://www.campaignlive.com/article/toyota-welcomes-soldier-home-10000-feet-below/1416240?platform=hootsuite>

https://adage.com/creativity/work/bright-light/50330?adobe_mc=MCMD%3D11692377877150735841082540877731167454%7CMCORGID%3D138FFF2554E6E7220A4C98C6%2540AdobeOrg%7CTS%3D1621486634&CSAuthResp=1%3A%3A5070885%3A0%3A24%3Asuccess%3A73C4AE6CEF77FD243E95269676BAD77EC

<http://www.adweek.com/news/advertising-branding/cats-win-americas-favorite-pet-145110>

<http://www.nytimes.com/2012/10/19/business/media/caught-up-in-voting-ads-ask-consumers-to-cast-a-ballot.html?smid=tw-share&r=0>

Experience

Creative Director, Co-Lead Viva Women

Los Angeles
Jul 2015 - Present

Saatchi & Saatchi LA

Creative oversight and leadership of multiple creative teams across all media channels for Toyota Motors North America, including national vehicle launch campaigns, domestic communications for their partnership with the 2020(2) Olympics and Paralympic Games and national retail events.

Network Creative Lead on new business win: CVS Health. Responsible for bringing new brand position to market across multiple platforms, and application of new positioning across the entire CVS Health enterprise. Additional responsibilities included: evergreen client facing lead, manager of multiple teams across the Publicis network, strategic and production partner.

Managed projects with budgets ranging from 1MM to 11+MM. New business wins include LA Chargers and ASICS.

VivaWomen! exists to inspire and empower women to achieve their potential at Publicis Groupe. Our mission is to support women with programming centered around three pillars: Career Progression, Work Life Balance and Influence Policy.

Content Strategist

Los Angeles

The Wonderful Agency

Managed a team of writers and designers for Wonderful's in-house agency. Collaborated with clients to develop and implement strategic direction for social initiatives across The Wonderful portfolio of brands (Fiji Water, Wonderful Pistachios, POM Wonderful, Teleflora and Justin Wines).

Creative Director

NY/LA

afg&

Successfully relaunched Fancy Feast by evolving its brand positioning and visual language from old world luxury to modern gourmet resulting in it being one of the top 10 viral videos of the week, an immersive social experience and e-card program. Also, brought Purina's corporate mission to the forefront of conversation via a contextually relevant 360° campaign.

Senior Integrated Creative

New York, NY

Ogilvy and Mather

Conceptualized and executed award winning brand campaigns for IBM (Smarter Planet launch team), AmEx, Craft Foods, Motorola, BT, AT&T, DuPont and Castrol.

Senior Art Director New York, NY

TBWA/Chiat/Day

Produced full-spectrum communications across TV (including a Super Bowl spot), print, retail and OOH for Sprint/Nextel Communications and Absolut Vodka.

Art Director Denver, CO

The Integer Group

Created retail, traditional and experiential materials for Coors Brewing Company and their sports marketing relationships (NASCAR, NCAA, NFL, ESPN)

Education

Bachelor of Science, Visual Communications Newark, DE

University of Delaware

Majoried in Visual Communications
Minored in Art History

M.I.A. Los Angeles
Sep 2022 - Present

UCLA

Masters in Interior Architecture

Screenwriting / Pilot Development Los Angeles, CA

The Writing Pad

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