



YOUR **BRAND**  
MEANS NOTHING...  
UNTIL  
IT **MEANS**  
**SOMETHING.**<sup>TM</sup>

A logo and tagline alone won't set you apart—what matters is how your audience feels when they experience your brand. **Visually. Intellectually. Emotionally.** I help brands move from forgettable to unforgettable by building identity, relevance, and emotional connection.

As an in-house leader, I championed the brand evolution of Ortho from J&J carve-out through going IPO. Then I led nonprofit Saga Education to elevate its brand to make meaningful change for under served students. I also directed an in-house team to revitalize the ETS corporate and product brands, winning scores of awards along the way.

On the agency side, I have been a member of amazing teams who have built brands like A&E, Anthony & Sylvan, AT&T, Coldwell Banker, DuPont, J&J, Multimedia Entertainment, and more.

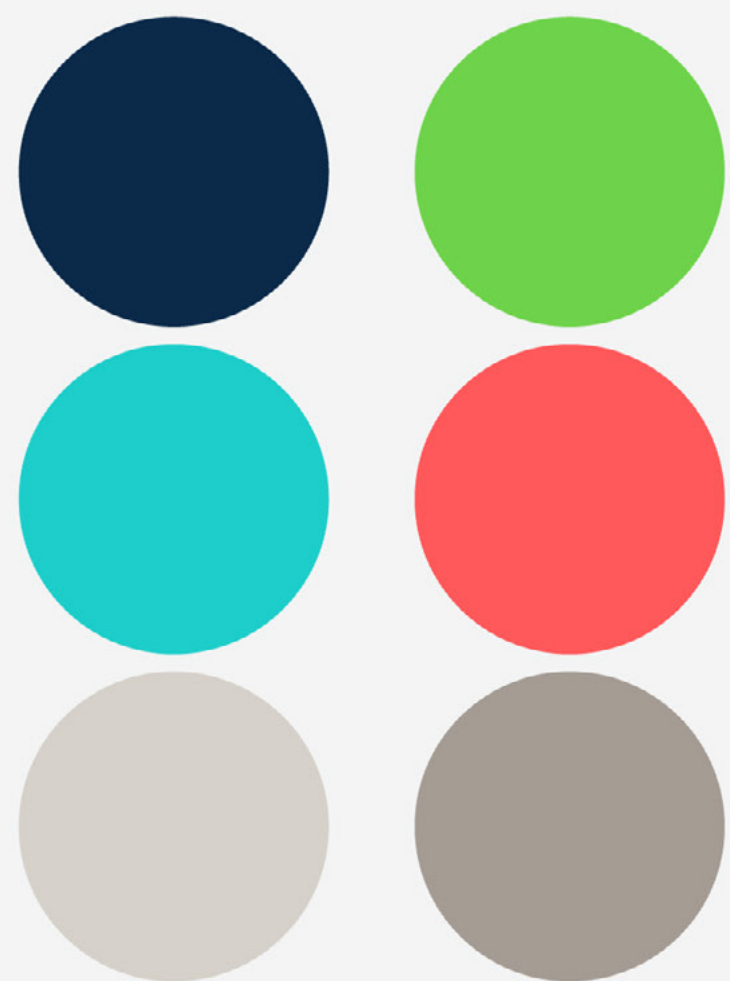
As partner/owner of my own award-winning agency, Splinter Group, I led the creative and brand efforts that wowed clients including Benjamin Moore, Broadbeam, Foodtown, Maxim Group, Mercedes-Benz, Roma Foods, and Spirits Unlimited.

Every day, I'm driven to build brands, mentor creative talent to win awards, and help clients reach their business goals.

Have a look at my work, and more importantly, the stories behind the work. Need a champion for your brand and a creative leader on your team? Let's move your brand forward with clarity and connection!







# Advocacy

conviction

*affirmation*

courage

*comradery*

sharing



**CONVERGE**

**EMERGE**





# Creating a Higher Impact

## Vision for Success When Joining Saga Education:

Help Saga better tell its story and amplify its brand so more districts would adopt the proven framework of Saga's high-impact tutoring, helping more under served students succeed.

**Brand Guidance:** Establish Saga as a thought leader and trusted partner in high-impact tutoring. Through brand research, identify the Saga brand promise, brand pillars, and brand archetype. Develop a brand image campaign, messaging framework for marketing and social media, and increase brand awareness with all audiences. Protect Saga IP with a trademark strategy.

**Creative Direction:** Drive a consistent visual brand identity that elevates Saga above other ed-tech organizations and leverage universal emotional drivers of helping students succeed.

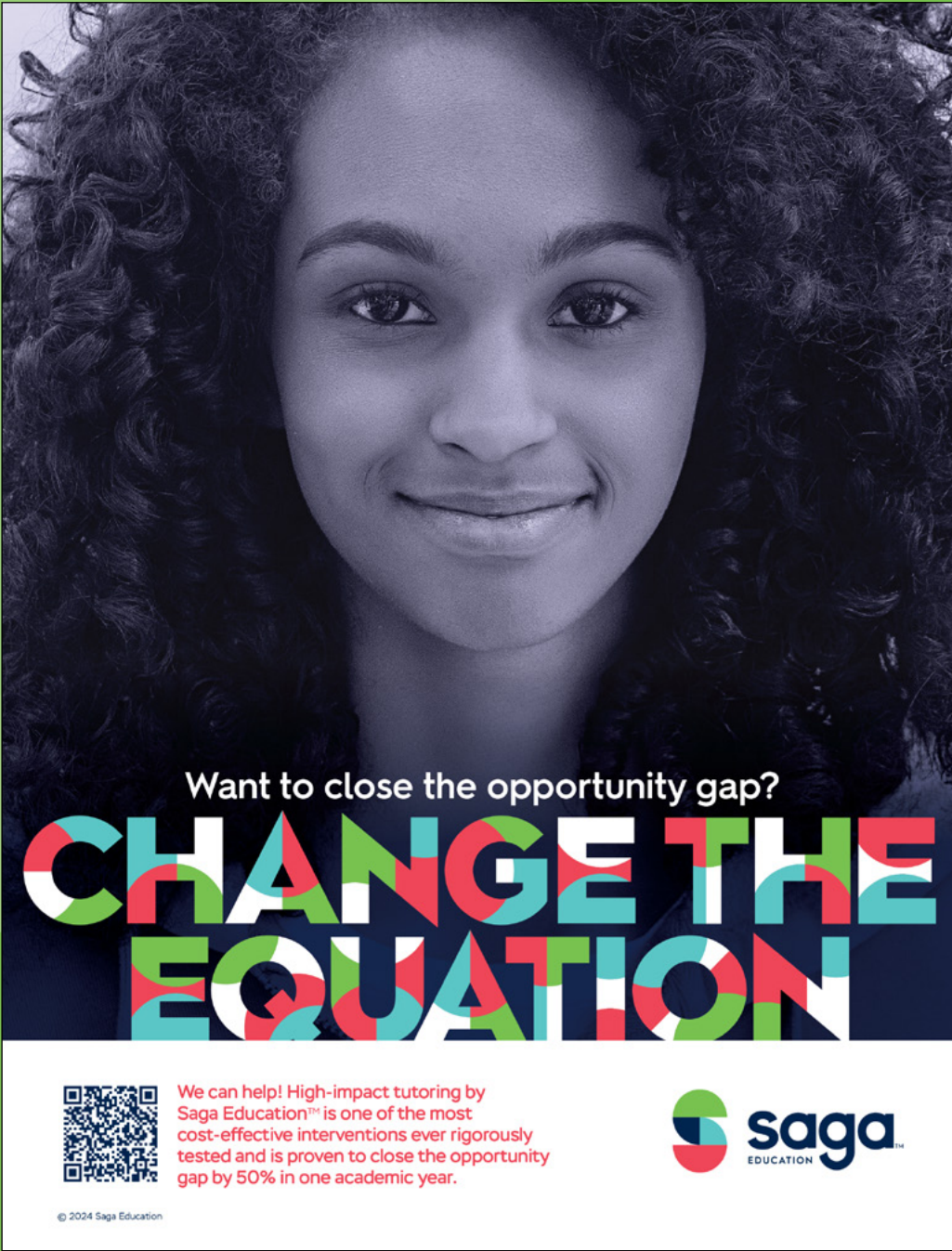
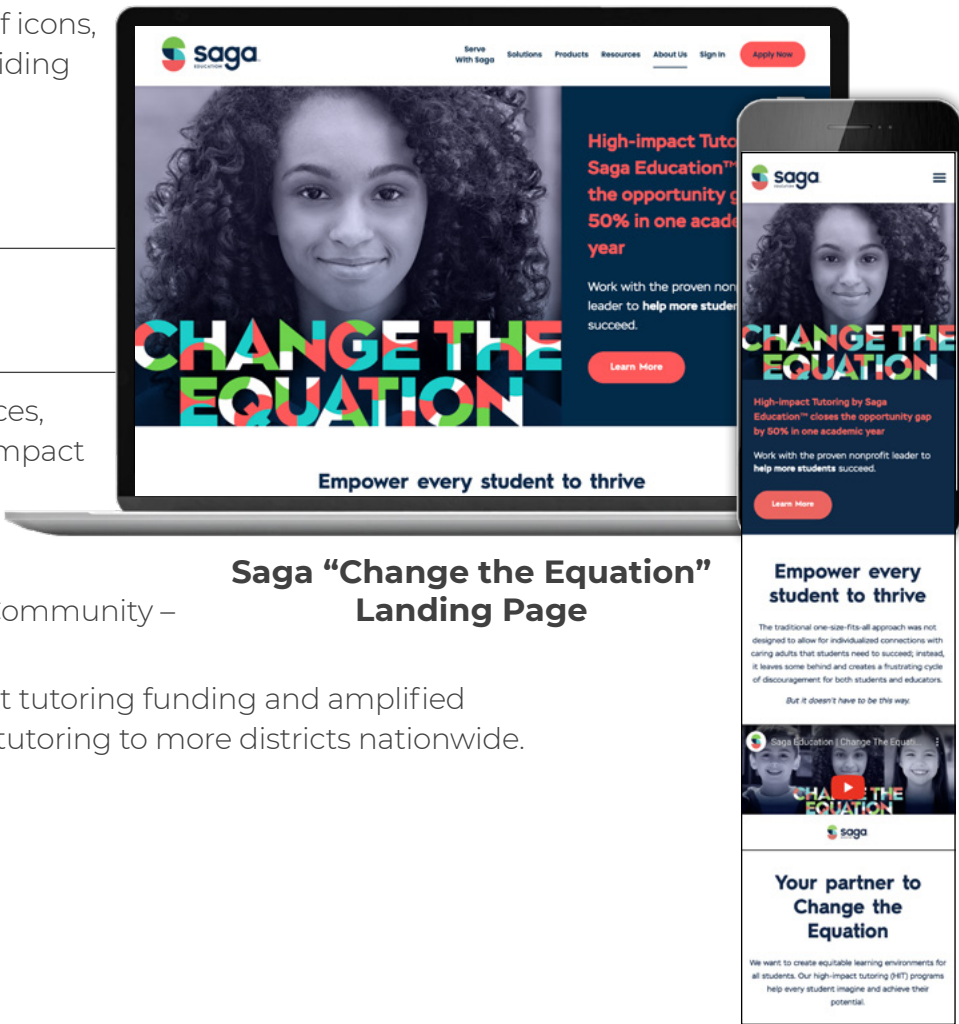
**Brand Experiences:** Position Saga co-founders as thought leaders through social content, media, interviews, and the Saga video/podcast series “EdHeads”. Provide demos and tools that help audiences experience the power of high-impact tutoring and the value of Saga as a partner. Launch an internal brand ambassador campaign to align the organization around the Saga brand promise. Incorporate accessibility into the website, student and tutor materials, and marketing collateral.

**Brand Tools & Assets:** Create a brand library of icons, templates, photos, content, and more while providing brand training to all employees.

## Brand Essence: “Advocacy for Change”

## Results:

Saga increased brand awareness with all audiences, raising its search ranking from 78 to 9 for “high-impact tutoring” and doubling the number of LinkedIn followers in under 2 years. Internally, employees embraced the essence of the brand (nearly 60% joined the internal Workvivo Brand Community – among the highest of all internal communities). Saga helped pass new legislation for high-impact tutoring funding and amplified its impact for students by bringing high-impact tutoring to more districts nationwide.



Saga Education Funders Ad



Saga Education :60 Spot [\(view video\)](#)





# PURE JOY

quality  
*integrity*  
teamwork  
*community*  
customer  
satisfaction



## INVEST IN A MUTUAL BOND

ANTHONY&SYLVAN POOLS



**2,200+**  
Customer Satisfaction  
Awards - Since 2012

**A+**  
Rating from the Better  
Business Bureau

**4.7**  
Star Rating - Over  
25K+ Consumer  
Reviews\*

**#1**  
Most-Referred  
Pool Builder - in  
Markets Served\*





# Making a Splash with a National Campaign

**Brand Essence:** “Pure Joy”

Leveraged the 75-year-old brand reputation of Anthony & Sylvan Pools to drive interest and conversion with target prospects by demonstrating the pure joy that an investment in a beautiful Anthony & Sylvan pool delivers.

**Materials Produced**

Direct Mail | Out-of-Home | National and Streaming TV Spots | Email Marketing | Organic and Paid Social Media | Local Ads | Websites | Gamification | Radio



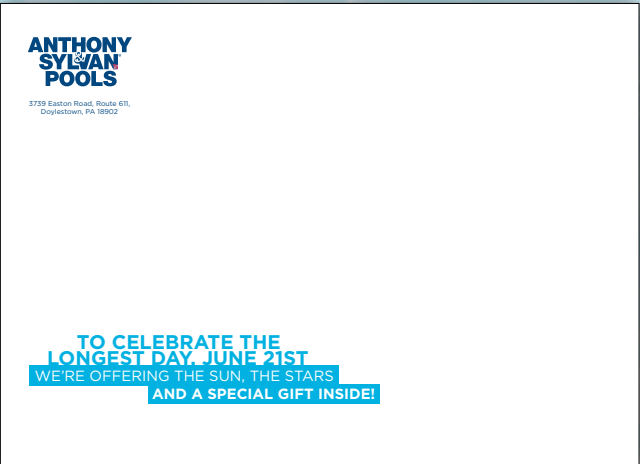
Out-of-Home



National/Streaming TV :30 [\(view video\)](#)

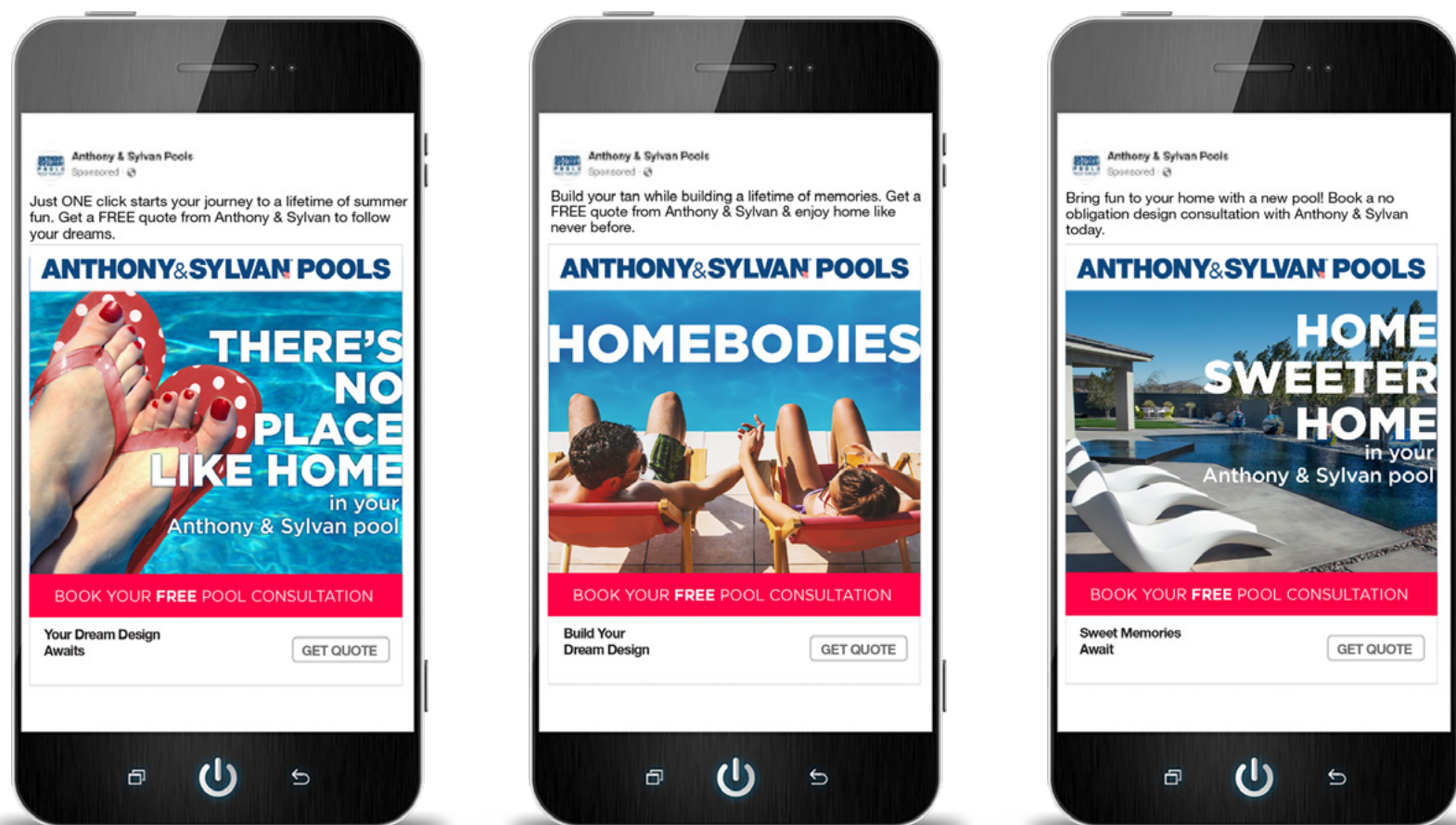


National/Streaming TV :15 [\(view video\)](#)

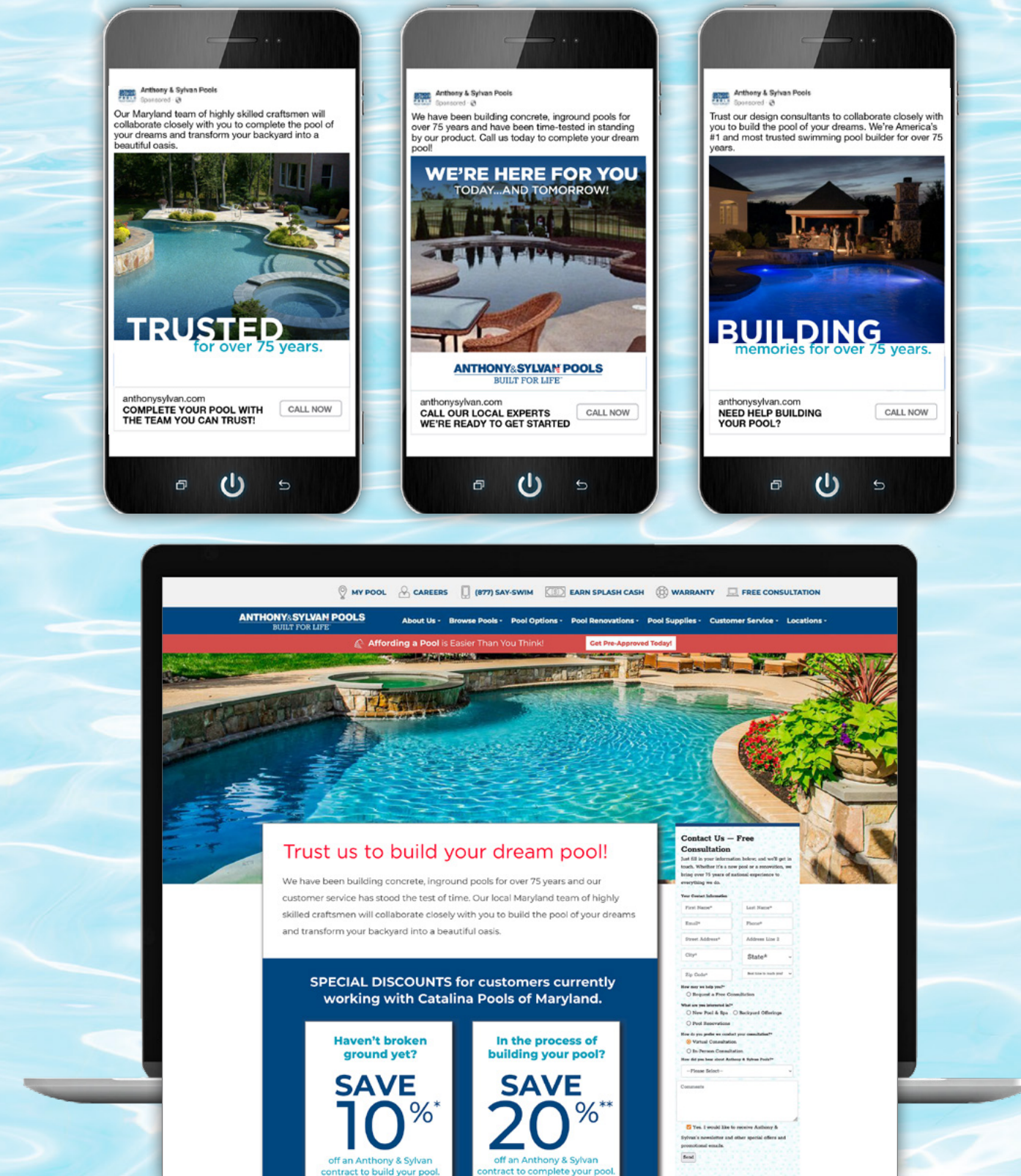


Longest Day of the Year  
Direct Mail Tri-Fold



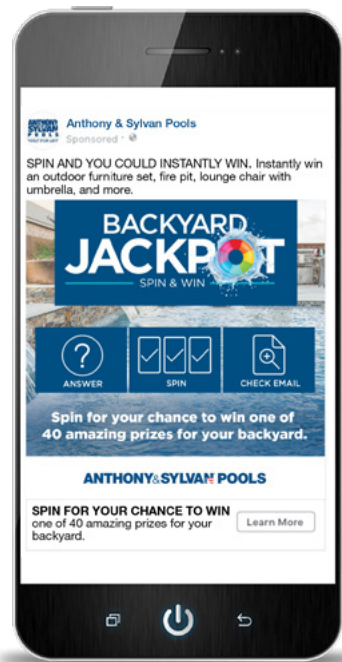


**Paid Social Media Campaign:** Encouraged homeowners to invest in an in-ground pool for safe family fun at home.

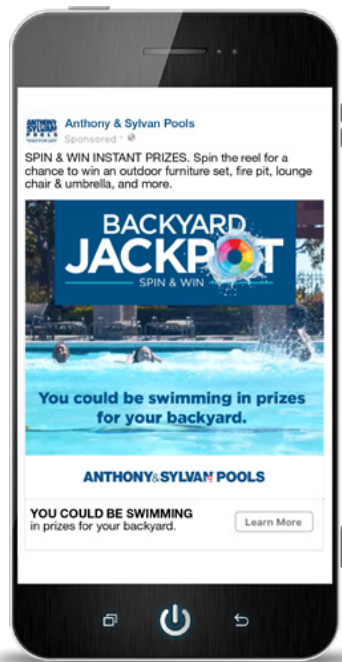


**Customer Acquisition Geo-Targeted Campaign:** Digital campaign reaching Maryland homeowners when a local pool vendor abruptly closed its doors.

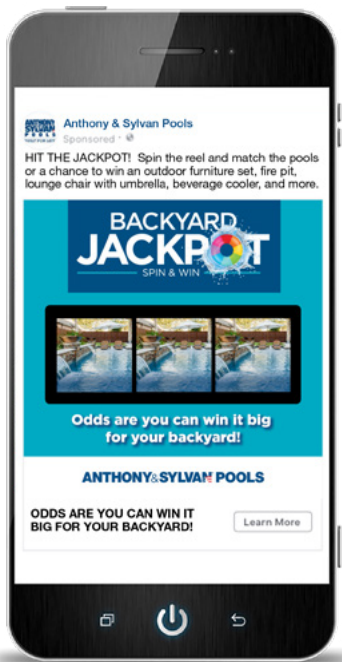




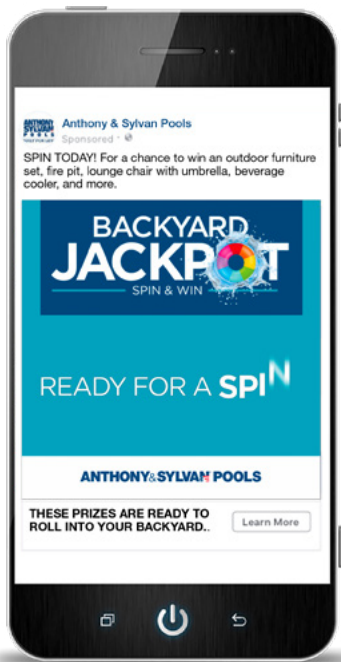
(view video)



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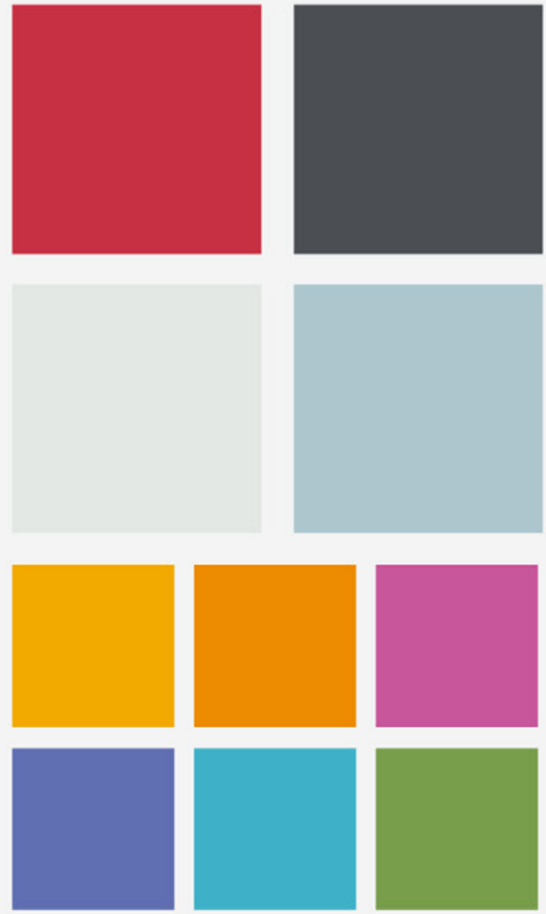


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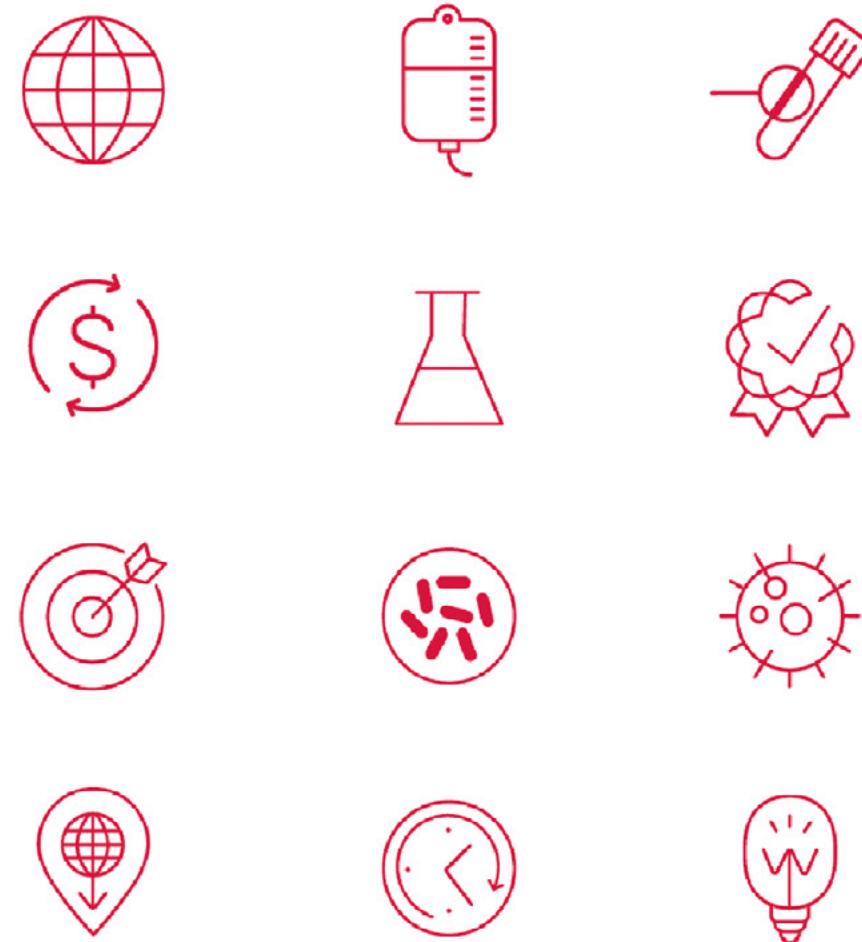
“Backyard Jackpot” Paid Social Media Motion Graphics







**Peace  
of Mind**  
optimistic  
*trustworthy*  
collaborative  
**compassionate**



**Because  
Every Test  
Is A Life**



# Ortho - It's All About the Results

## Vision for Success When Joining Ortho Clinical Diagnostics:

Stand up and grow Ortho as an independent brand; raise the bar of the creative product; ensure meaningful brand experiences for customers; provide tools, assets, and guidance for employees and agencies globally to effectively amplify the Ortho brand.

**Brand Guidance:** Clearly define and articulate the value of the Ortho brand, creating a comprehensive visual library that ensures consistency globally. Provide training (LMS modules, live WebEx sessions, and intranet “how to” videos).

**Creative Direction:** Lead by example and set the tone by creating branded materials and providing oversight and counsel to the organization and its agencies.

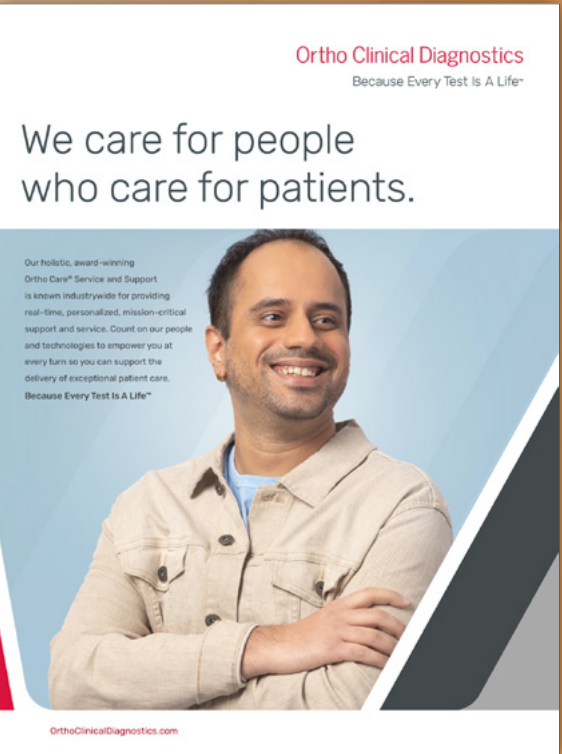
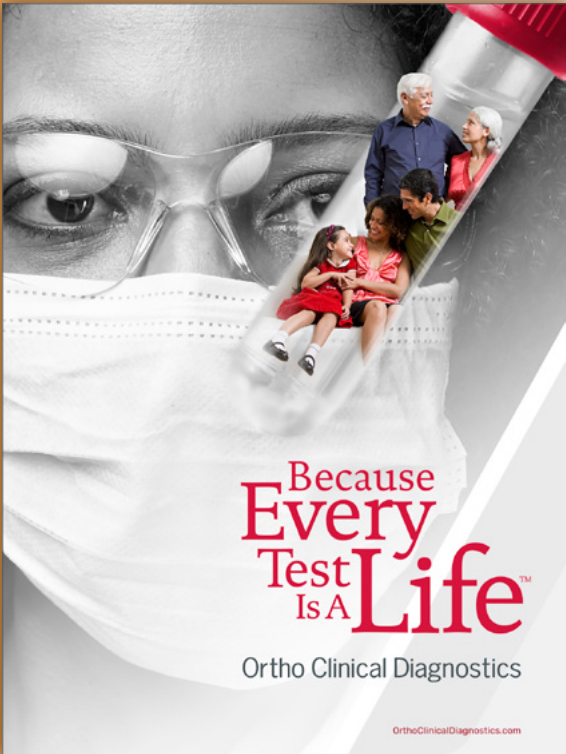
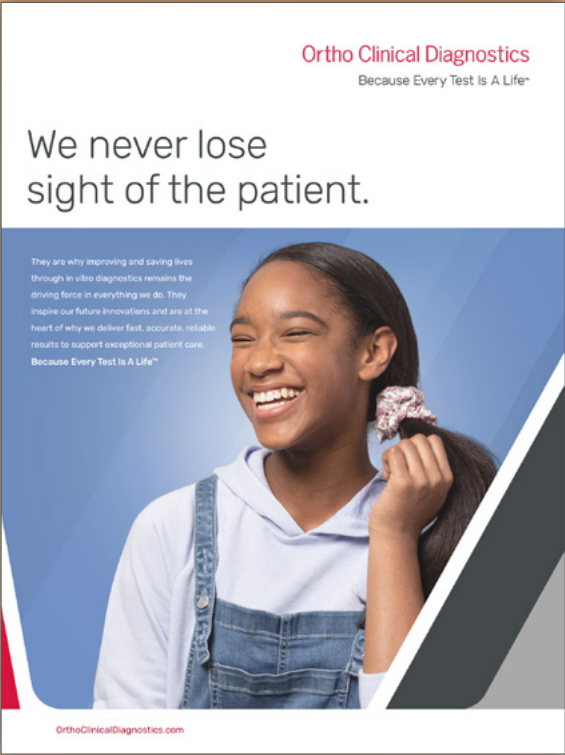
**Brand Experiences:** Evaluate and improve customer touch points with the Ortho brand in all facets of the customer journey, from communications through operations.

**Brand Tools & Assets:** Develop and socialize brand tools and assets to enable employees and agencies to communicate the Ortho brand effectively.

## Brand Essence: “Peace of Mind”

## Results:

Ortho is now an in vitro diagnostics leader and is thriving as a global brand. Ortho steadily increased its NPS value, garnered an International Stevie Award for brand renovation, won an IABC Gold Quill Award for an internal brand ambassador campaign, and was voted one of the Economic Times Best Asian Healthcare Brands. They continued to deliver on their purpose to improve and save lives with diagnostics, throughout their journey to going IPO.

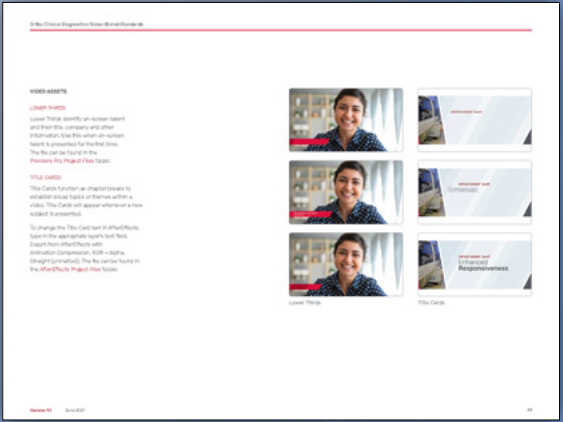
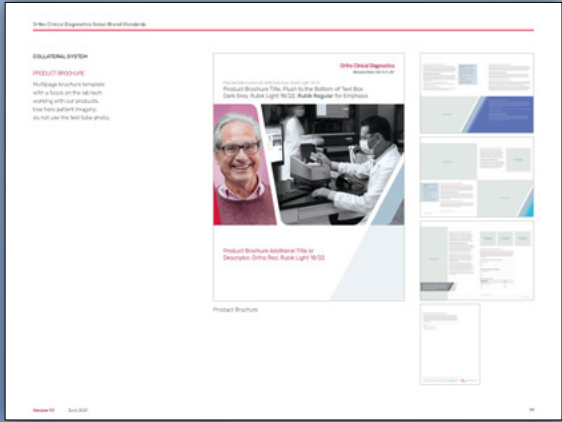
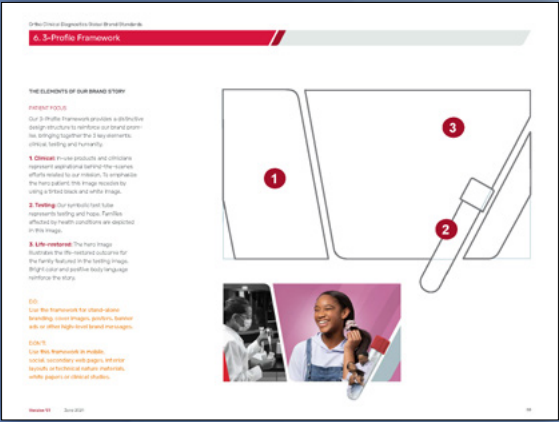
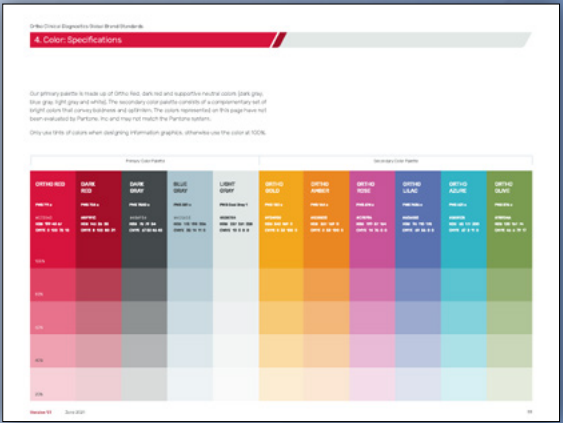
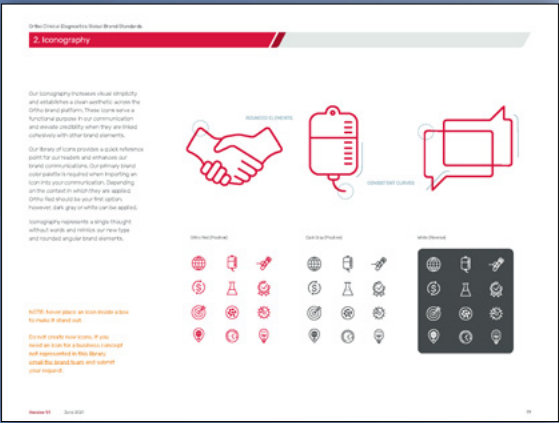
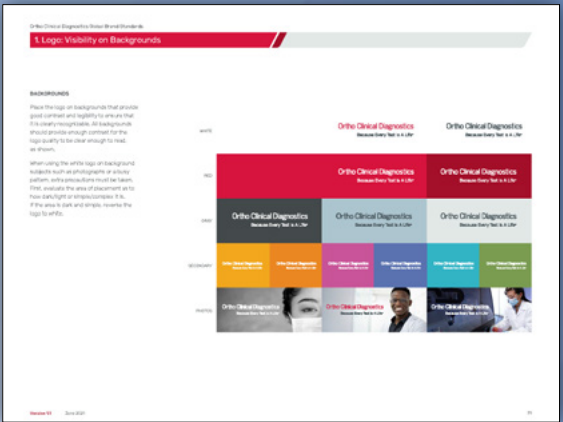
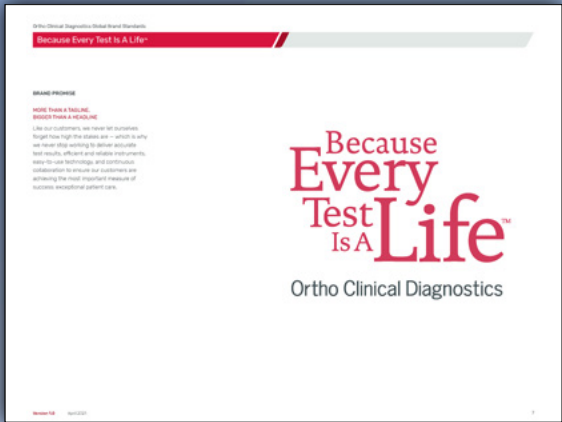


Corporate Posters and Ads





Ortho Global Brand Standards



Ortho Global Brand Standards

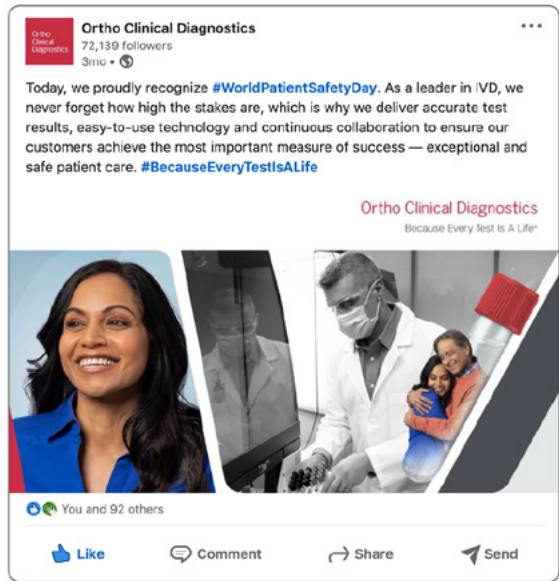




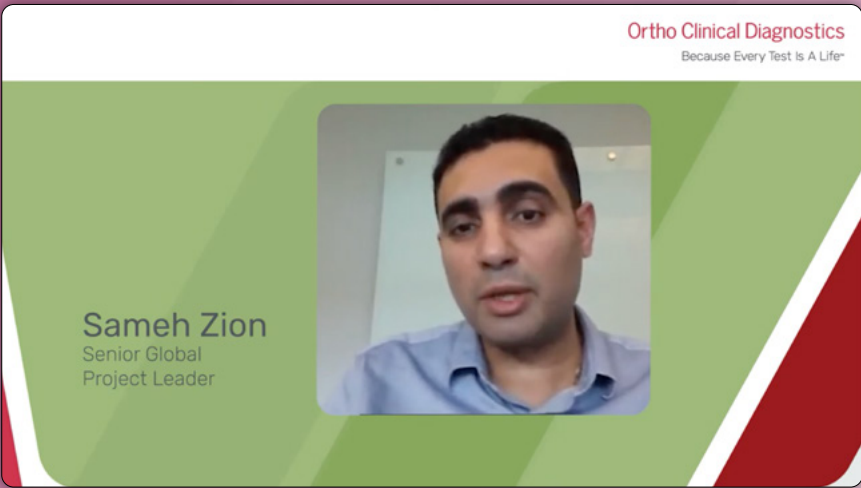
- Impersonal tone
- Non-branded visually
- Confusing, unclear in purpose

- Customer-friendly tone
- Brand colors, motifs, and icons
- New “Resolution” letter closes the loop on issues
- At-a-glance headers define purpose





Organic Social Media



[\(view video\)](#)



[\(view video\)](#)



[\(view video\)](#)



[\(view video\)](#)

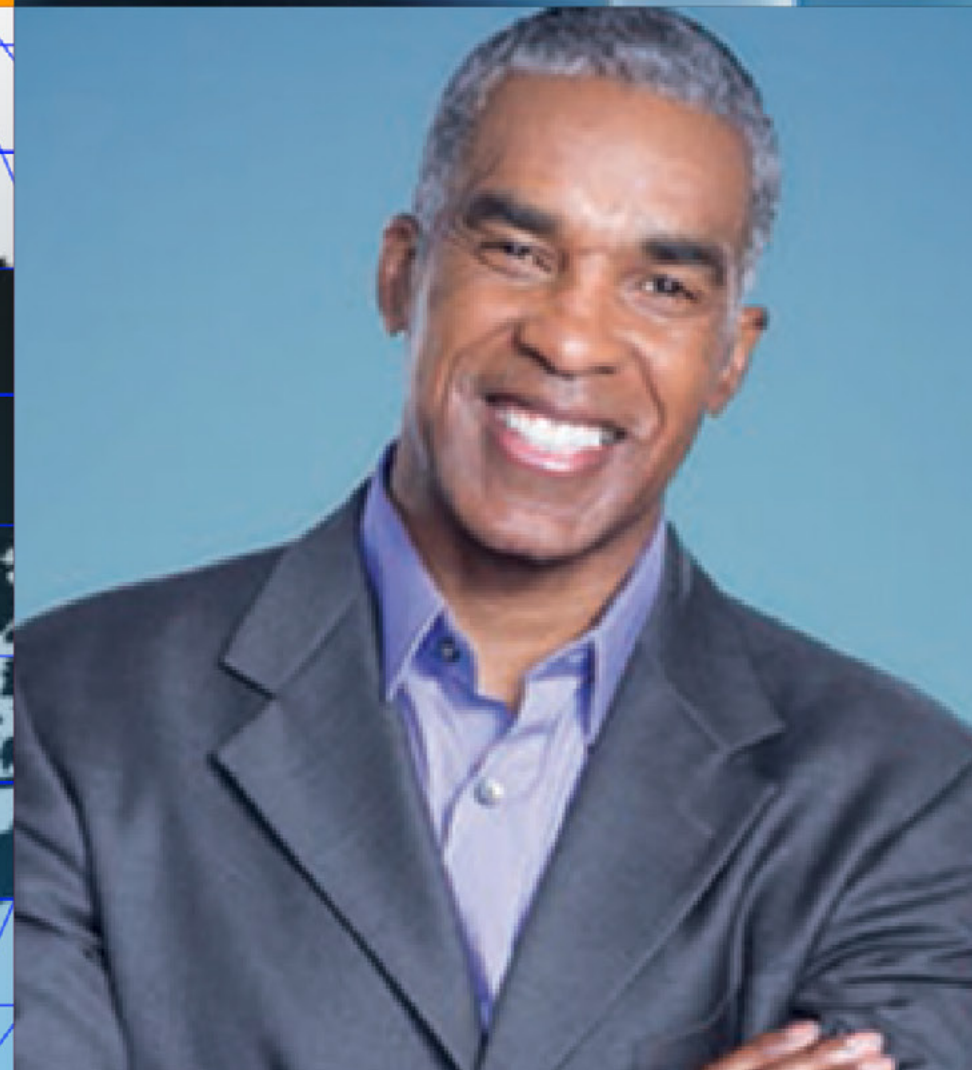
Ortho Videos





# Confidence

trust  
quality  
commitment  
*integrity*



**THE  
POWER  
OF  
KNOWING**



# Putting My Skills to the Test

## Vision for Success When Joining Educational Testing Service (ETS):

**Creative Services:** Evolve the department through professional development and staffing moves to produce agency-quality work in support of the marketing effort.

**ETS Brand:** Establish ETS as a human brand built on the emotional connection that comes with the confidence of proving ability. Own “trust” as a brand pillar by leveraging the unparalleled educational research behind the ETS portfolio of products and services. Transform the brand architecture from a house of brands to a branded house.

Assuring quality teachers are in our schools. Making sound hiring or admissions decisions based on the highest quality data. Having the competitive advantage of proving your ability backed by results from the most trusted experts in assessment. These are the universal emotional touch points to build a relevant relationship of the ETS brand with varied audiences.

## Brand Essence: “Confidence”

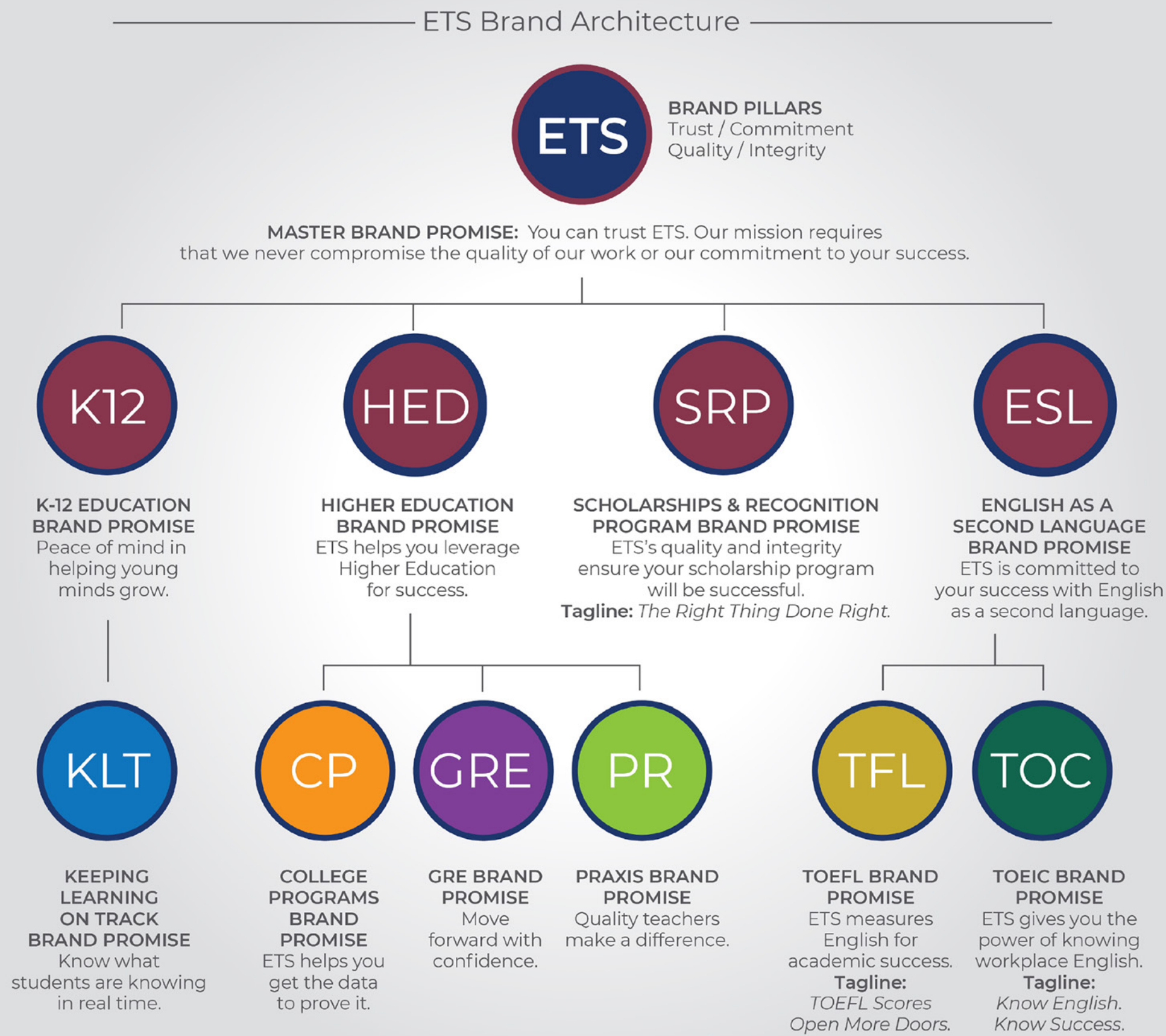
## Challenges:

**Creative Services:** As a not-for-profit, maximize limited resources, build the corporate brand while marketing products, and consistently prove value to the organization.

**ETS Brand:** Navigate the conflicting interests of individual marketers to build a cohesive brand architecture and meaningful brand experiences across all businesses as they track back to the core ETS brand. Overcome the stigma of being a stodgy, irrelevant monolith that makes people arbitrarily take tests without a clear benefit to the test taker.

## Results:

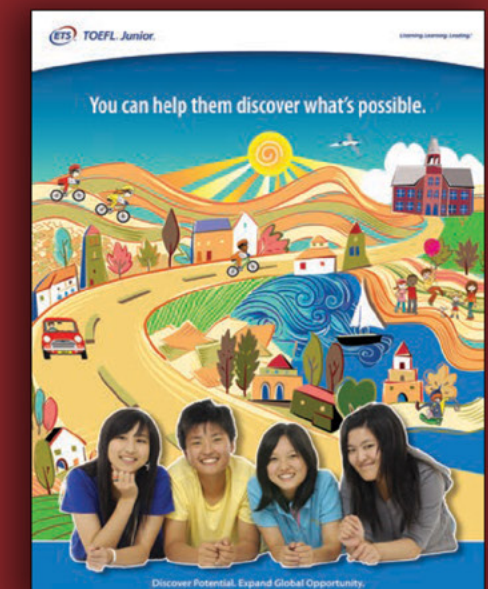
ETS established greater association between the non-profit research organization and its products, increasing brand value and recognition. Ultimately, both GRE and TOEFL took market share from their competitors. My team successfully launched a cohesive, modern ETS brand look-and-feel to reflect consistency across the organization and its products. Plus, almost every team member won multiple creative awards, netting scores of awards over my tenure.





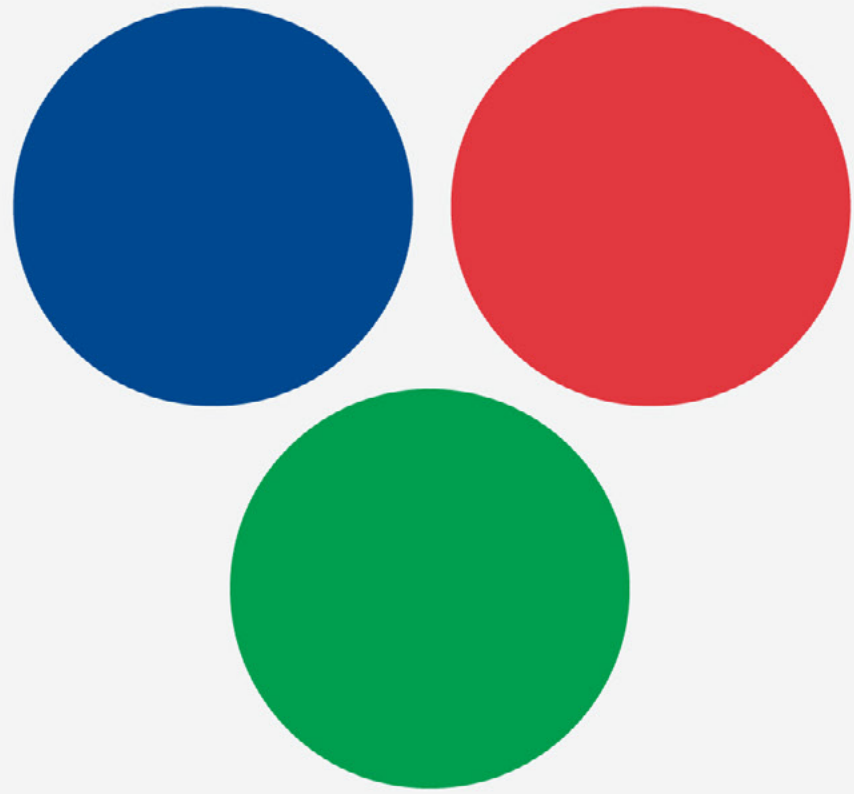


ETS Brand Guidance



ETS Website and Collateral





# Tradition

freshness  
*savings*  
selection  
*quality*



Your  
Hometown  
Grocer  
Since 1935



# Knowing Your Local Market

## Brand Essence: "Tradition"

Positioned Norkus Foodtown as the long-standing hometown grocer. Used data and customer insights to customize offerings and a shopping experience relevant to various markets and their cultural traditions. Built brand affinity with the general consumer, as well as niche markets including health-conscious organic, Kosher, and LatinX customers. Promoted several exclusive Norkus Foodtown themes across all markets:

- a) Norkus Fresh
- b) Boar's Head deli products
- c) S&H Greenpoints

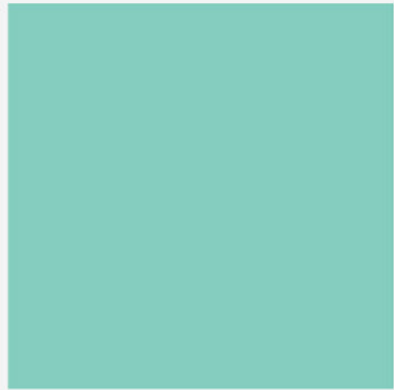
## Materials Produced

Logos | Truck Wraps | Ads | Out-of-Home | Direct Marketing | Email Marketing | Event Support | Signage



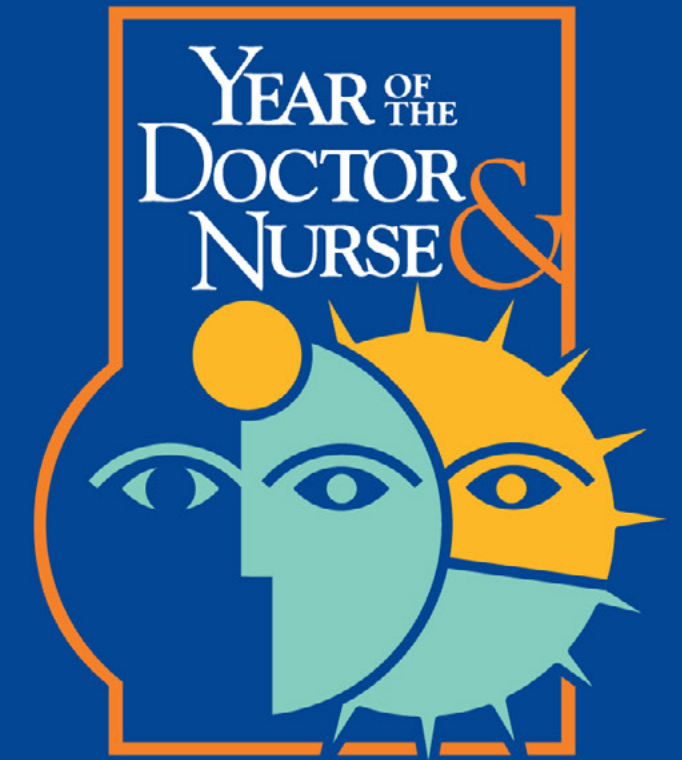
Out-of-Home Featuring Unique Foodtown Brand Differentiators





# *Celebratory*

legacy  
commitment  
care  
compassion





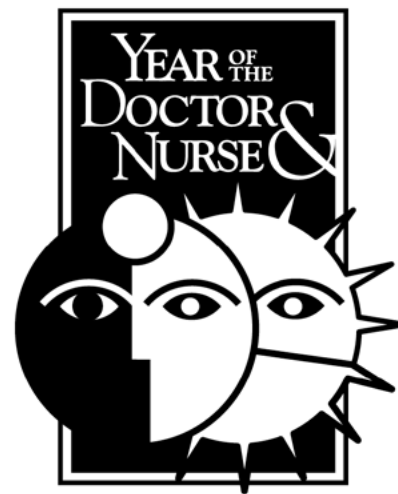
# Elevation Through Celebration

## Brand Essence: “Celebratory”

Built the Bronx Lebanon Hospital Center brand through their annual fundraising event, which honored members of the medical community with the theme, “Year of the Doctor & Nurse.”

## Materials Produced

Logo | Invitation | Corporate Annual | Gift Bags | Website | PowerPoint Presentation



Bronx Lebanon Hospital Center Event Materials



# Driving a Global Brand, Locally

**Brand Essence:** “Luxury”

Leveraged the strength of the global Mercedes-Benz brand in promoting Sovereign Motor Cars Ltd., a Mercedes-Benz dealership in Brooklyn, NY. Created highly targeted materials for the Staten Island audience to visit their friends at nearby Sovereign.

**Materials Produced**

Logo | Ads | Out-of-Home

The best way  
off the Island  
is in a Benz.






Mercedes-Benz

[www.BenzNow.com](http://www.BenzNow.com)


Geo-Targeted Out-of-Home Near the Verrazzano-Narrows Bridge

DIRECTORY


YOU ARE SOOOOOOO  
CLOSE TO HERE.



[www.BenzNow.com](http://www.BenzNow.com)



Mercedes-Benz



We're Close - Just Over the Bridge

**Sovereign**  
Motor Cars Ltd.

7 1 8 - 2 5 8 - 5 1 0 0

Geo-Targeted Signage at Mall Entrance



German engineering...  
with an Italian accent.

At Sovereign Mercedes-Benz, we like to think of ourselves as a little bit of Italy, right here in Brooklyn. A place where our customers are our *famiglia*, our selection of precision automobiles is *stupendo* and our service is *eccellente*. All presented by a multi-lingual staff who puts the *accento* on pleasing you. So come in today, or visit us on the web at [www.benznow.com](http://www.benznow.com).

Mercedes-Benz  
Best of the Best  
2 0 0 2

Mercedes-Benz  
Best of the Best  
2 0 0 3

Mercedes-Benz  
Best of the Best  
2 0 0 4

Winner of the Mercedes-Benz  
"Best of the Best" dealer award  
3 years in a row.

**Sovereign**  
Motor Cars Ltd.  
A Brooklyn Landmark Since 1974

[www.benznow.com](http://www.benznow.com)  
**1-718-258-5100**  
1800 Shore Parkway • Brooklyn, NY 11214



Mercedes-Benz

Geo-Targeted Ad in an Italian-American Newspaper



# Sharp Thinking

## Brand Essence: “Results”

Positioned my agency Splinter Group, LLC as a full-service strategic and creative source for

- a) small to midsize companies in need of an agency of record
- b) large companies needing results-driven initiatives beyond the capability of their agency of record
- c) other marketing-related businesses needing strong execution for their clients

## Tagline

Sharp Creative. Sharper Results.

## Website

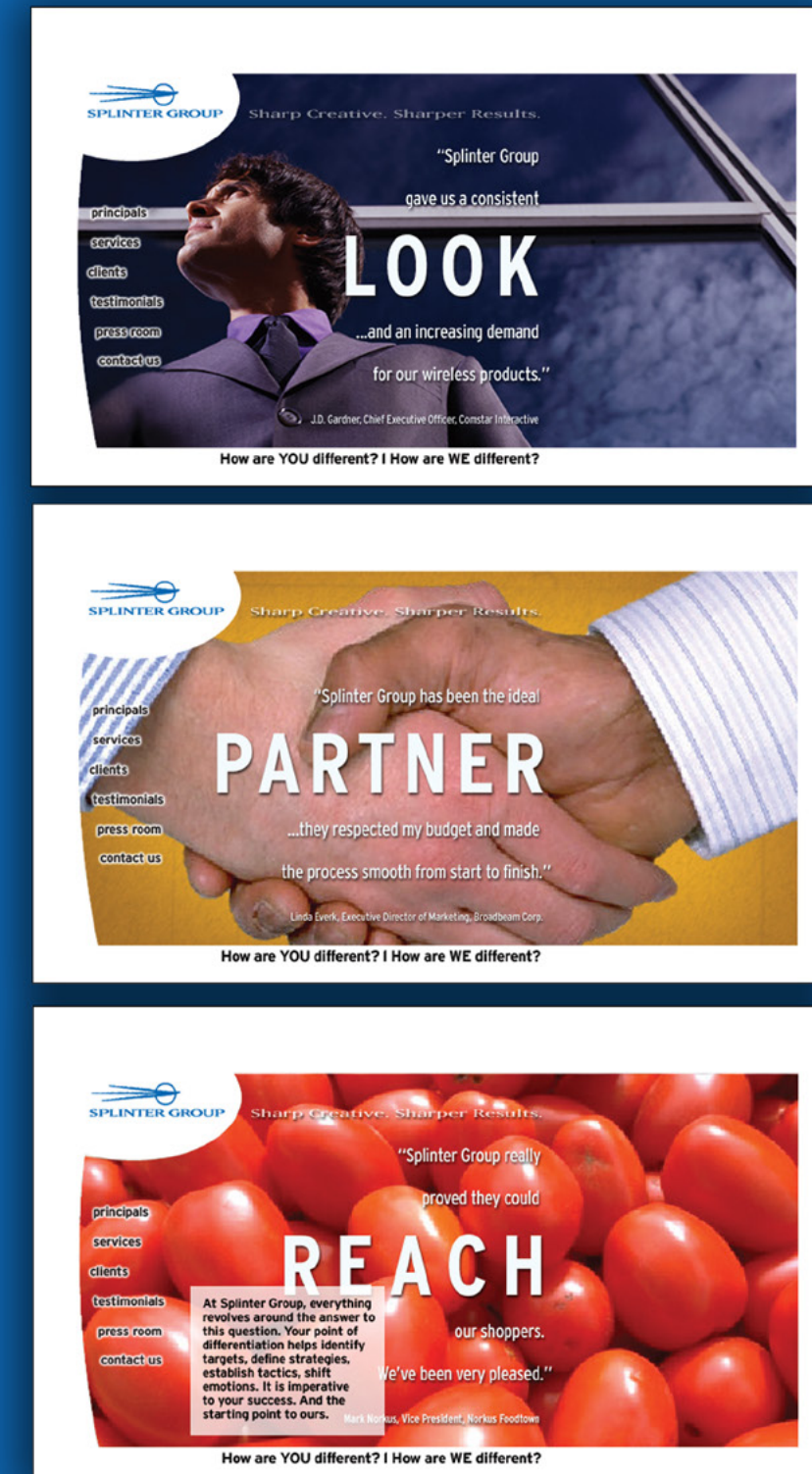
Use of random client quotes on home page to connect target audience with the positive results experienced by their peers

## Materials Produced

Identity System | Website | Collateral | Direct Marketing

## Awards and Recognition

Won creative awards every year, in multiple categories, for almost every client.



Splinter Group Website



## Logo Refresh Before/After



## Original Logo Designs



*You won't meet many people like Rob in this business. He offers clarity in the midst of confusion, and a high-level perspective that draws a perfect path to the right conclusions. He's a true mentor, who's always urging you forward, even when you don't realize it. Especially when you don't realize it. And his informed, well-placed sense of humor makes him a joy to work with.*

— **Rebecca Gardner** | writer, editor, creative director (direct report)

