



28 Stonicker Dr.
Lawrenceville,
NJ 08648-3215
732 • 425 • 4507



ROB ADAMS | CORPORATE CREATIVE DIRECTOR | STRATEGIC BRAND LEADER

Creative Brand Champion building brands and driving change for growth through brand elevation, creative vision, and strategic leadership. Let's move your brand forward with clarity and connection!

Professional North Star:

Your Brand Means Nothing...Until it Means Something.™ 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.

How I Help:

- I bring clarity and consistency to your brand through brand launches, brand refreshes, and brand building
- From messaging to identity to user-friendly accessible brand assets, I empower organizations to win hearts and minds
- As an agency or in-house leader, I direct cross-functional teams to build meaningful brand experiences

Results:

From taking market share, to increasing SEO ranking, to helping Ortho go IPO, check out the results of my creative leadership and brand building strategy experience below for both for-profit and non-profit organizations.

Areas of Expertise

Brand Leadership | Brand Strategy | Creative Excellence | Resource Management | B2B | Communication | Marketing | AI | Corporate Branding | Creative Writing | Content Development | Budgeting | Problem-Solving | Business Strategy | Leadership | Digital Marketing | Collaboration | Relationship Management | DEI for Leaders | Adult Mental Health First Aid

Executive Competencies

Brand Elevation

From launching new brands to refreshing existing ones, I provide brand strategy that improves perceptions, increases market performance, and delivers meaningful customer brand experiences.

Creative Excellence

I've won dozens of awards for my own hands-on creative and led teams to win scores of awards for theirs. I consistently deliver the creative product that helps businesses reach or exceed their goals.

Thought Leadership

As both a business owner and senior leader in agencies and organizations, I partner with colleagues to provide solutions that improve processes, drive content, and shape marketing and branding strategies.

Technical Skills

Adobe CC (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Acrobat) | MS Office (PowerPoint, Word) | AI | Veeva Vault | SharePoint | WordPress | Sketch | HubSpot | Google Workspace | Workvivo | Monday.com | Canva

Professional Experience

Freelance | Creative Director and Brand Champion | July 2025 – Present

Providing strategic and tactical creative and brand support to agency clients including Broan-NuTone, Colgate-Palmolive, Equal Opportunity Schools, Jane Ward Communications, and Saga Education.

Saga Education, Remote | Director of Brand and Creative | April 2023 – June 2025

Created and led the center of excellence as Director of Brand and Creative; increased brand awareness with the award-winning "Change the Equation" campaign; positioned Saga as the nation's most trusted partner in high-impact tutoring:

- Drove and implemented a comprehensive creative vision and brand strategy (messaging, brand guidelines with new brand promise and pillars, editorial standards, brand training, brand ambassador campaign, and trademark strategy)
 - Doubled LinkedIn followers in under 2 years and raised Saga's search ranking from 78 to 9 for "high-impact tutoring"
 - Directed the team to create accessible materials including e-newsletters, emails, collateral, event support, grants communications, RFPs, web design, social media, video, motion graphics, marketing campaigns, podcasts, and a brand library with icons, photos, and templates for use in MS Office, Google, Canva, Adobe CC, and HubSpot
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Freelance | Creative Director and Brand Champion | January 2022 – April 2023

Provided strategic and tactical creative and brand support to agency clients including AstraZeneca, Anthony & Sylvan Pools, HARMAN, Natera, NPLA, Otsuka, Pfizer, Sunstate Equipment, and United Black Agenda.

Ortho Clinical Diagnostics, Raritan, NJ | Director of Creative and Brand | May 2016 – December 2021

Created and led the global center of excellence as Director of Creative and Brand on our journey from launching Ortho as an independent brand post carve-out from J&J through going IPO:

- Empowered and guided global stakeholders to amplify the creative vision and brand strategy with a comprehensive suite of assets (messaging, templates, brand guidelines, editorial standards, and photo library)
 - Consistently won prestigious industry awards including an International Stevie Award for brand renovation, Economic Times Best Asian Healthcare Brands Award, and an IABC Gold Quill Award
 - Developed a cohesive product issues communication system, improved the customer experience, and built a better brand experience, which increased customer satisfaction and resulted in fewer calls for clarity of issues
 - Created the “Why Accuracy Matters” campaign as a COVID-19 response that engaged audiences interactively through various conventional and digital communication media, which resulted in the Ortho campaign winning multiple industry competitions while outperforming most competitors
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ETS, Princeton, NJ | Director of Creative Services and Multimedia Initiatives | May 2015 – May 2016

Promoted to Director of Creative Services and Multimedia Initiatives with increased responsibility; improved brand reputation and engagement by leading the team to create compelling video and motion graphics content for social media, websites, presentations, and events:

- Reshaped the global ETS brand and product brands vision, establishing brand guidelines, value propositions, and brand training for global channels to build better emotional connections with audiences; transformed the ETS brand from a house of brands to a branded house
- Promoted the value of qualified teachers through the PRAXIS “My Favorite Teacher” campaign, which increased brand affinity and prompted clients to seek an ETS alternative to Pearson’s GED — leading to the creation of ETS HiSET
- Increased ETS market share by convincing 1,000+ top business schools to change behavior and accept GRE for admissions; used marketing and creative strategies to take market share away from the competitor GMAT
- Shaved 5% off \$4MM budget while effectively resourcing staffing, professional development, training, conferences, vendors, supplies, and the overall marketing spend for product strategic business units
- Motivated teams to create award-winning work in nearly every medium for promotions, advertising, direct marketing, social media, video, print, digital marketing, B2B, and B2C

ETS, Princeton, NJ | Art Director/Director of Creative Services | August 2005 – May 2015

Hired as Art Director, promoted to Director of Creative Services, driving creative and brand strategy:

- Directed agencies to create branded and trademark-protected work as the global brand champion
- Mentored and directed a staff of 35+ designers, writers, project planners, and proofreaders to create award-winning integrated campaigns in all media for the corporate brand, product brands, and the launch of new products

Education and Certifications

Rutgers University, Newark, NJ | Bachelor of Arts in Graphic Design

Certified in Agile Foundations | Six Sigma Foundations | CSS Essentials | Usability Testing | After Effects | Animate | UX Design | HTML Essentials | Adobe CC | Digital Marketing | Social Media | PowerPoint | InVision | Infographics | Scrum Basics | Responsive HTML Emails | Design Thinking Foundations | Marketing Communications | Customer Experience: Journey Mapping | DEI for Leaders | HubSpot | Adult Mental Health First Aid USA | AI | WordPress

Awards

- International Stevie Award for Brand Renovation
- IABC Gold Quill Award
- *How’s Best Self-Promotions*
- American In-house Design Awards
- Dale Carnegie Leadership Innovation Award
- GDUSA: Digital Design Awards
- *Fresh Ideas in Photoshop*
- Print’s Regional Design Award
- GDUSA: People to Watch
- Creativity 27 Award
- Hermes International Creative Awards
- American Graphic Design Awards