



Dynamic, results-driven
Creative Director and
Brand Champion driving
change through **brand**
elevation, **creative vision**,
and strategic **leadership**.



I'm a brand guy. And an ad guy. Certainly a roll-up-your-sleeves guy. If you need a versatile creative who does it all — and is hungry for more — I'm your guy!

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

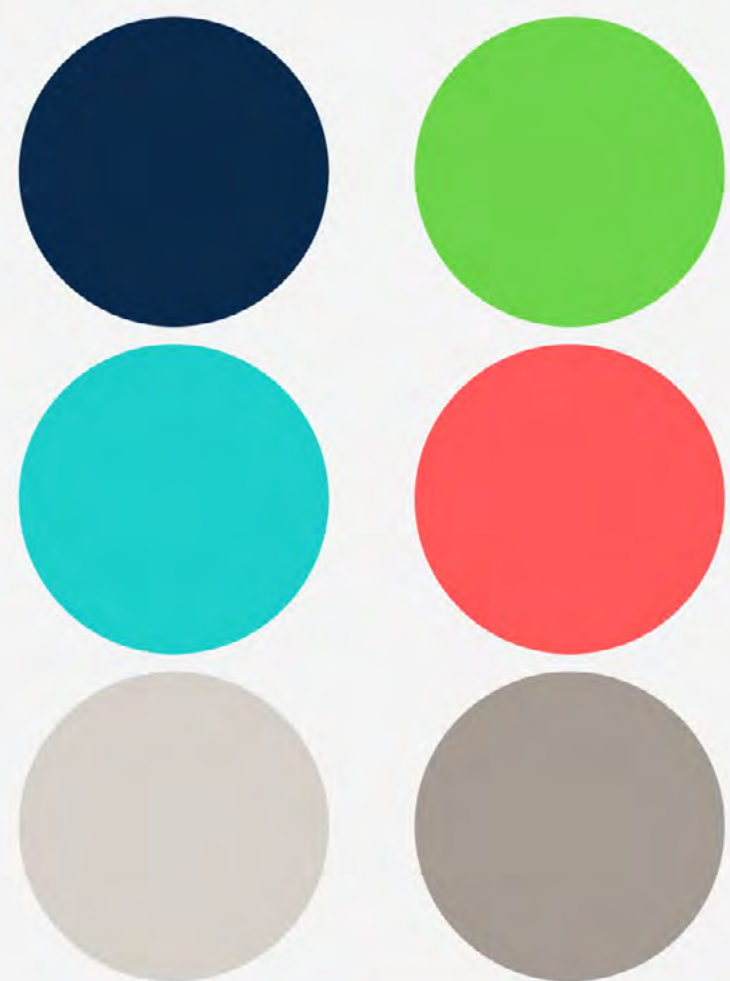
On the agency side, I have been a member of amazing teams who have built brands like A&E, Anthony & Sylvan Pools, AT&T, BellSouth, Coldwell Banker, DuPont, J&J, Multimedia Entertainment, and Newsweek International.

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 get started!





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.

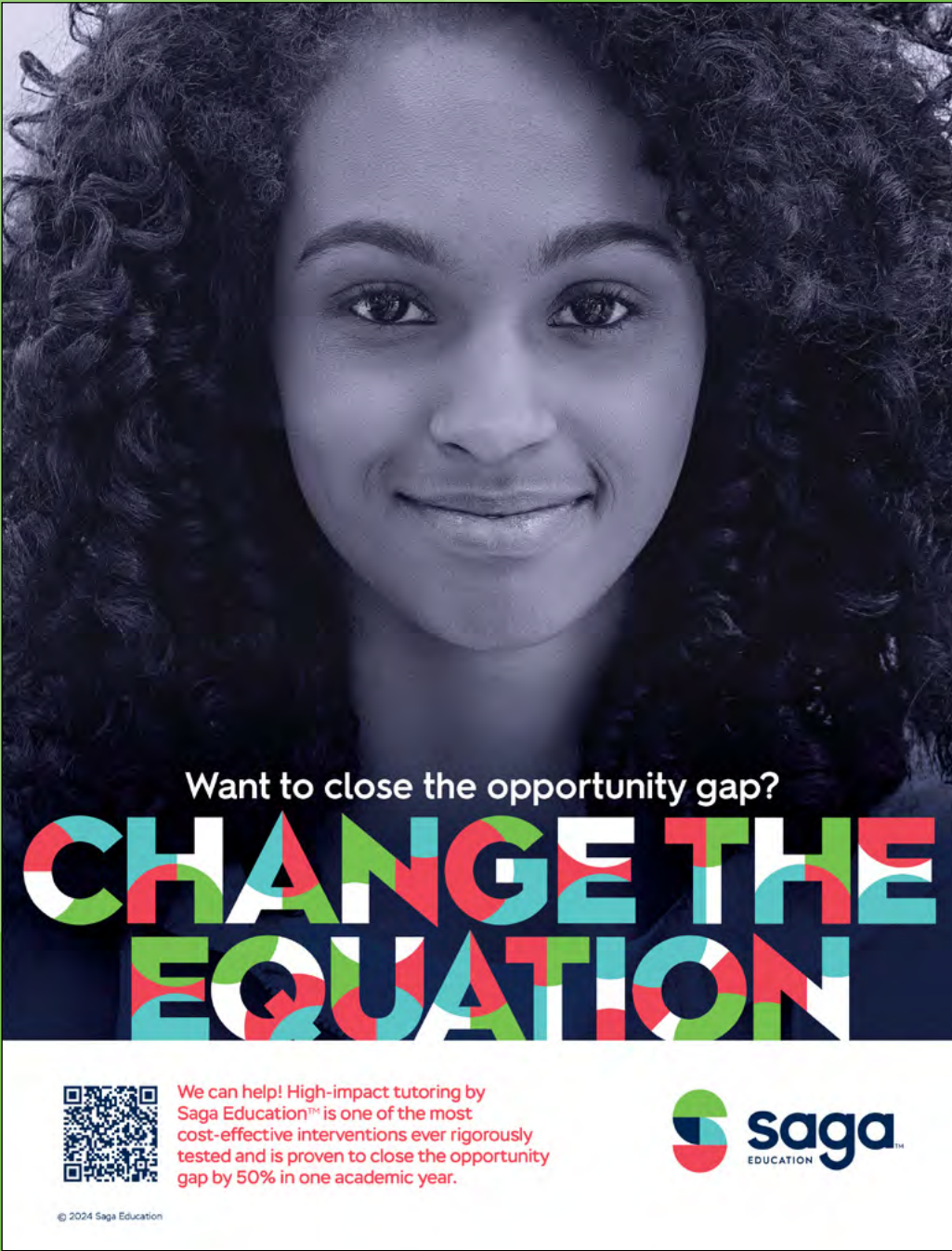
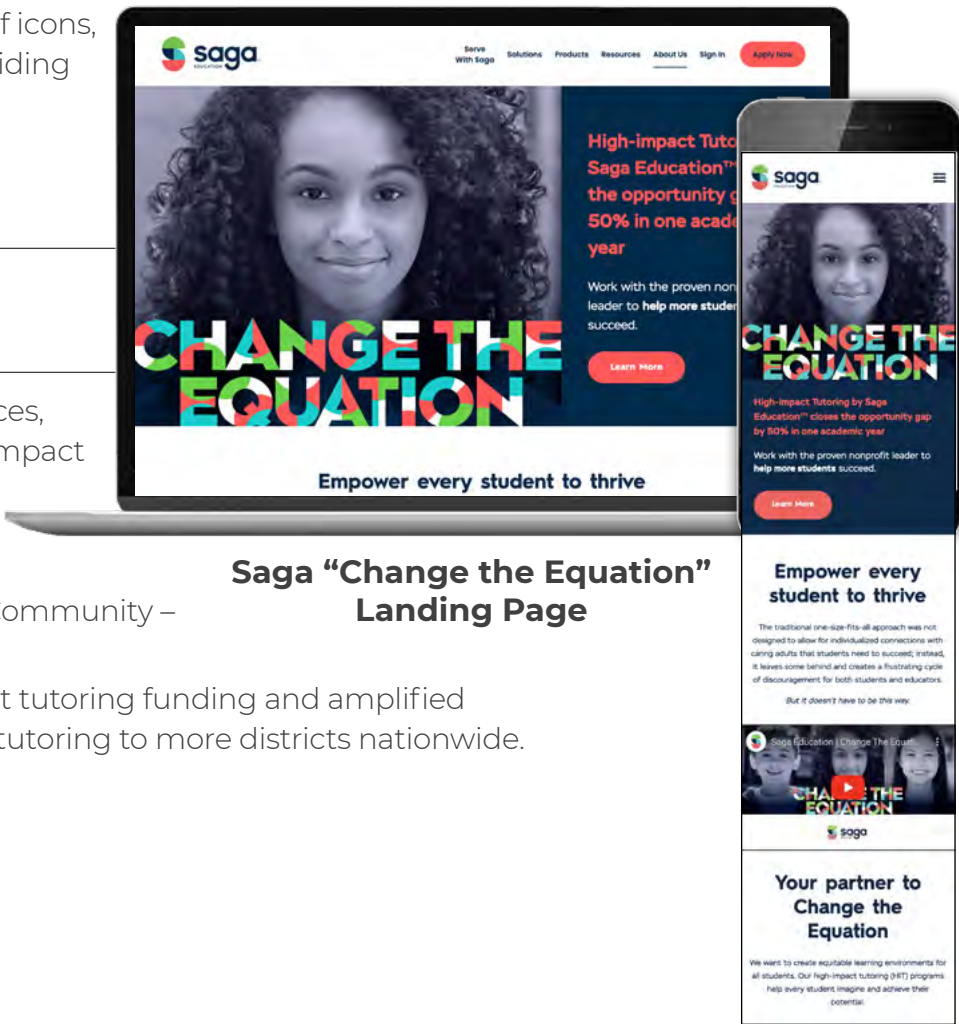
Brand Experiences: Position Saga co-founders as thought leaders through social content, media, interviews, and the Saga video/podcast series “EdHeads”. Provide demos and tools that help audiences experience the power of high-impact tutoring and the value of Saga as a partner. Launch an internal brand 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 (Click to View)



PURE JOY

quality
integrity
teamwork
community
customer
satisfaction

INVEST IN A MUTUAL BOND

ANTHONY&SYLVAN POOLS

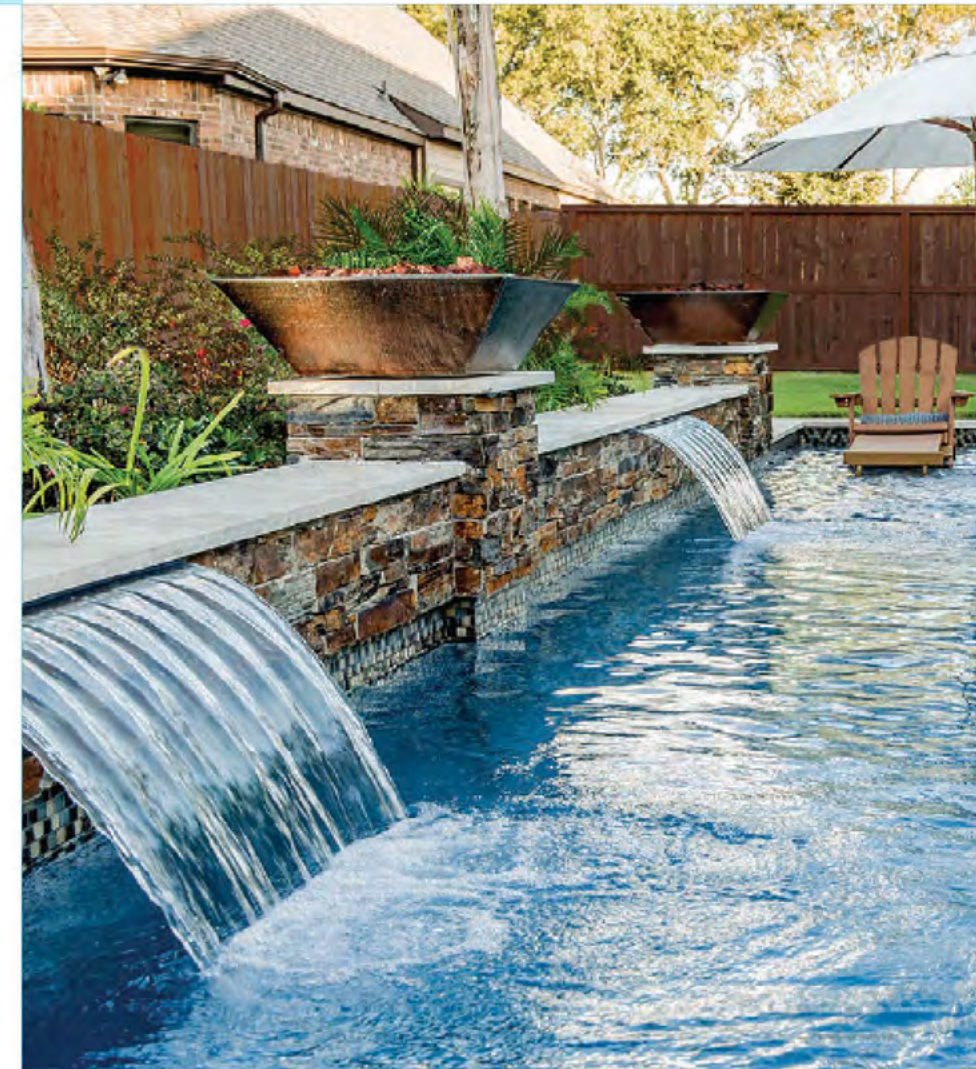


2,200+
Customer Satisfaction
Awards - Since 2012

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

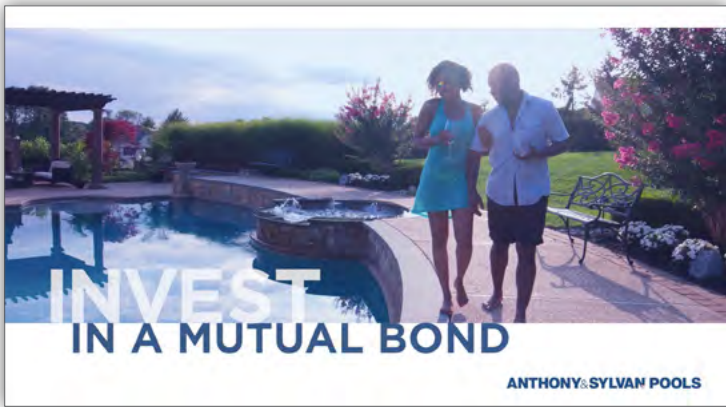
Direct Mail | Out-of-Home | National and Streaming TV Spots | Email Marketing | Organic and Paid Social Media | Local Ads | Websites | Gamification | Radio



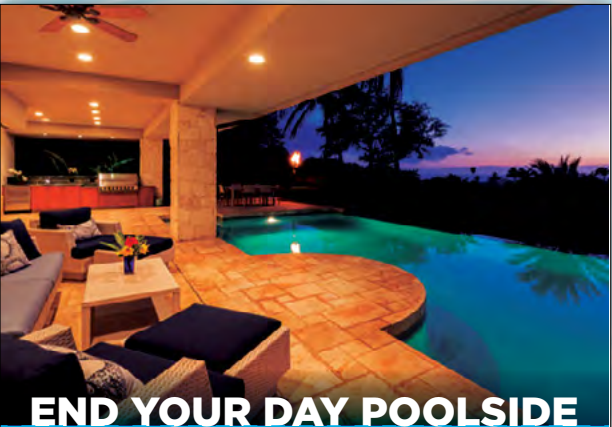
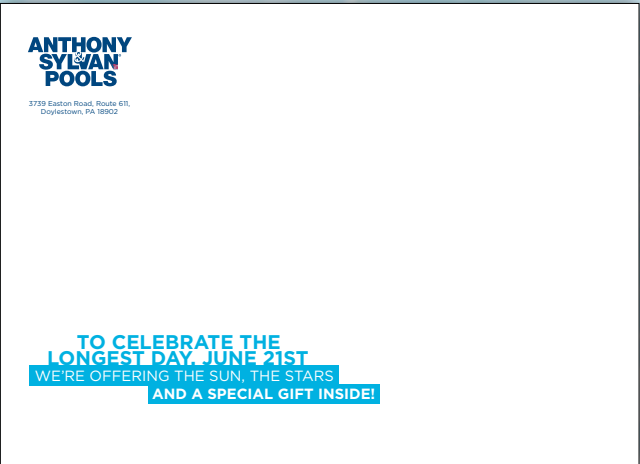
Out-of-Home



National/Streaming TV :30 (Click to View)

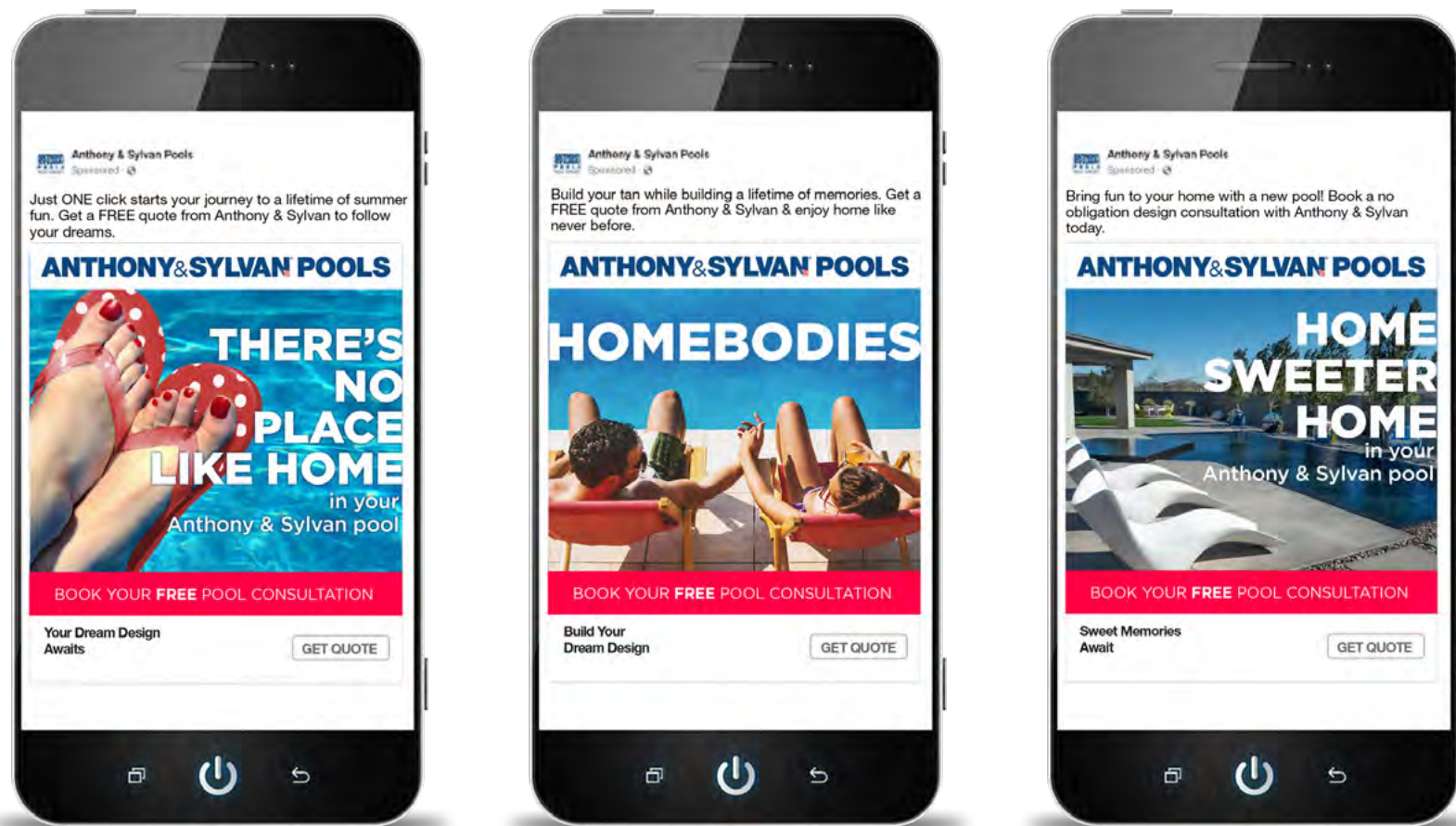


National/Streaming TV :15 (Click to View)

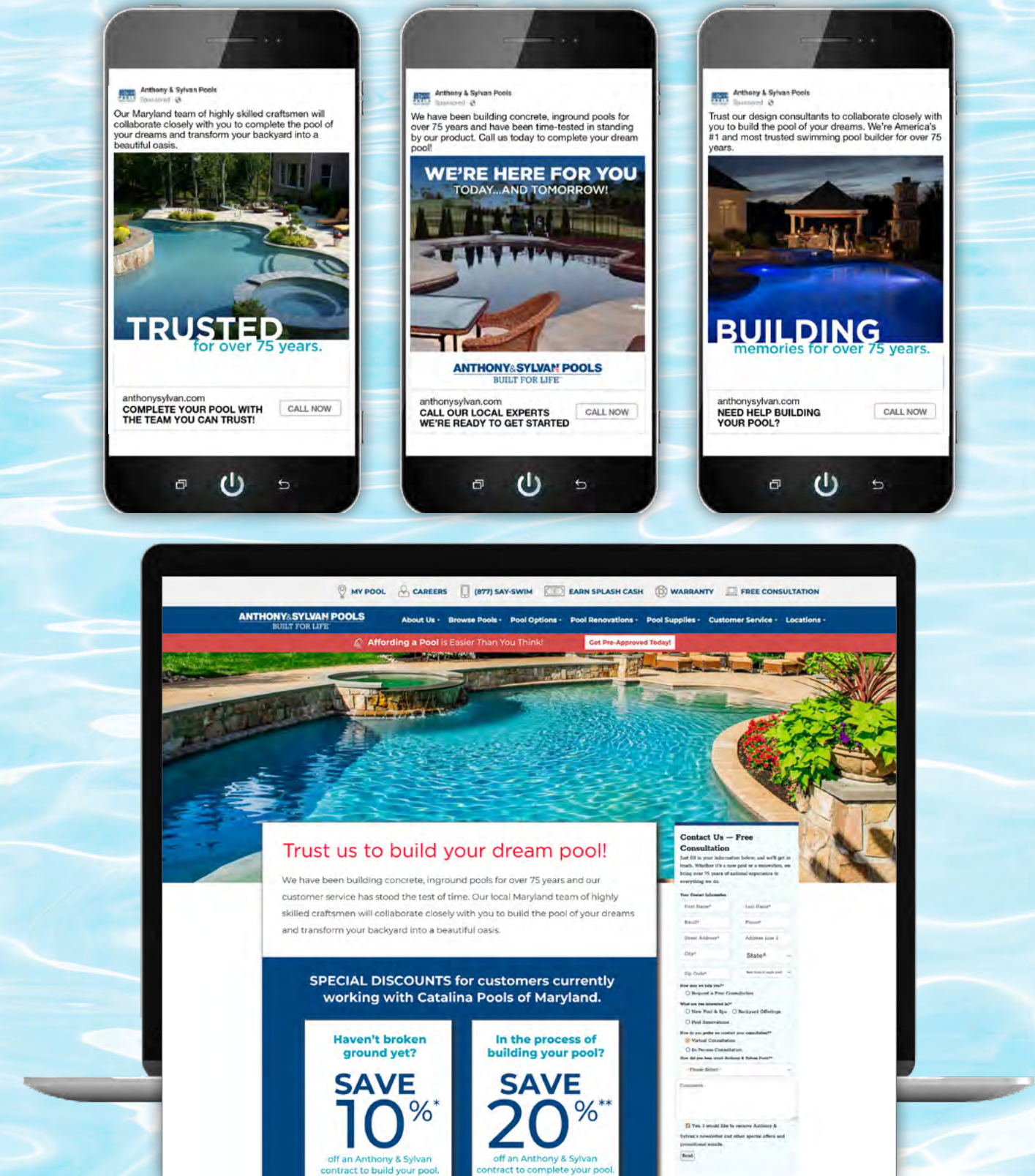


Longest Day of the Year
Direct Mail Tri-Fold

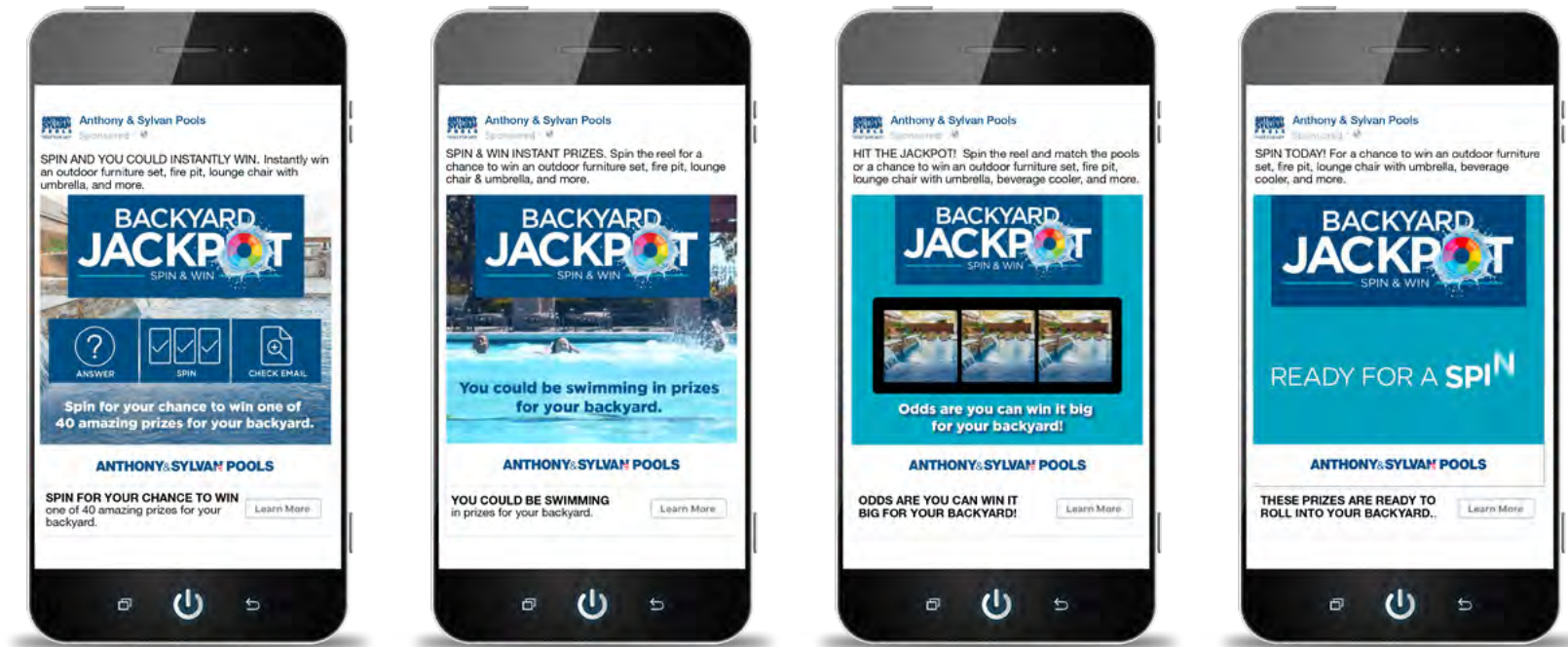




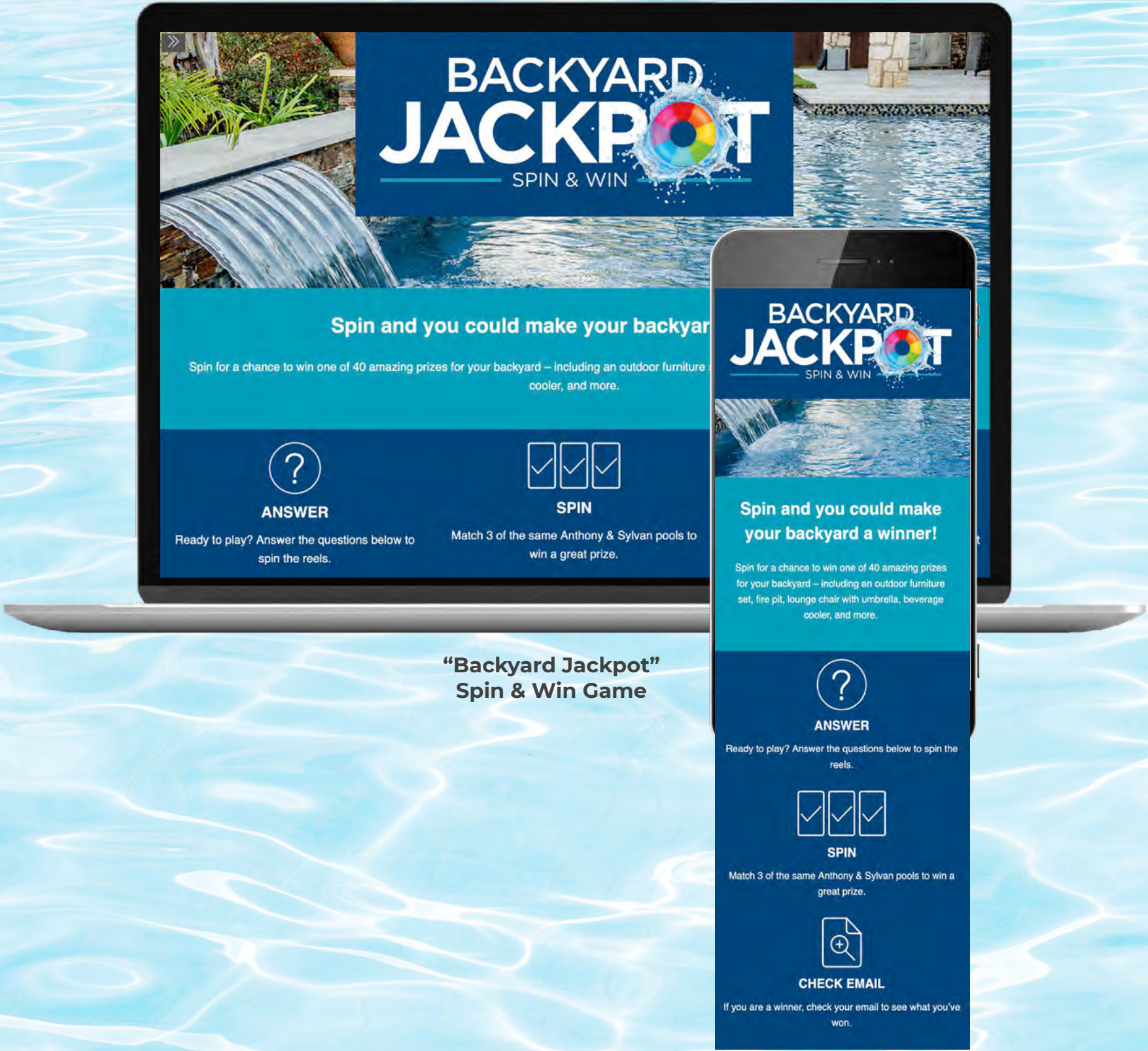
Paid Social Media Campaign: Encouraged homeowners to invest in an in-ground pool for safe family fun at home.

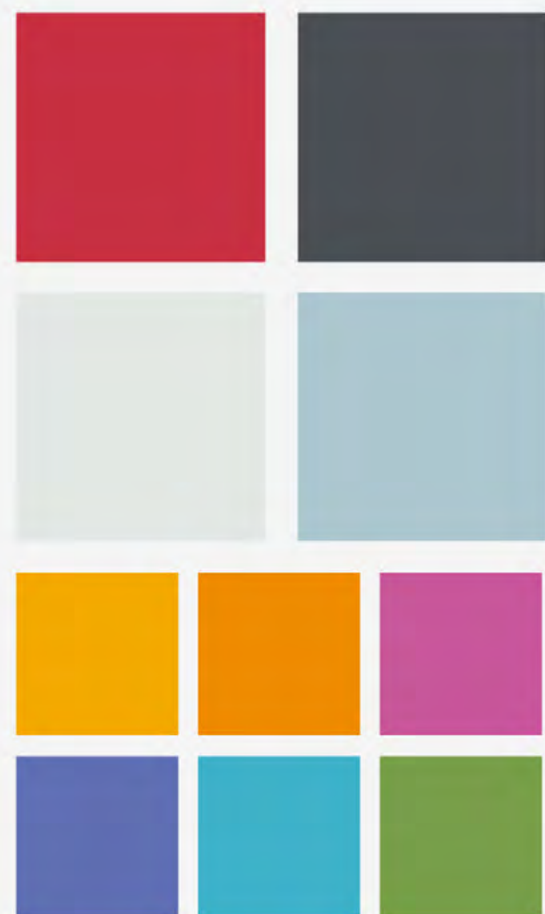


Customer Acquisition Geo-Targeted Campaign: Digital campaign reaching Maryland homeowners when a local pool vendor abruptly closed its doors.

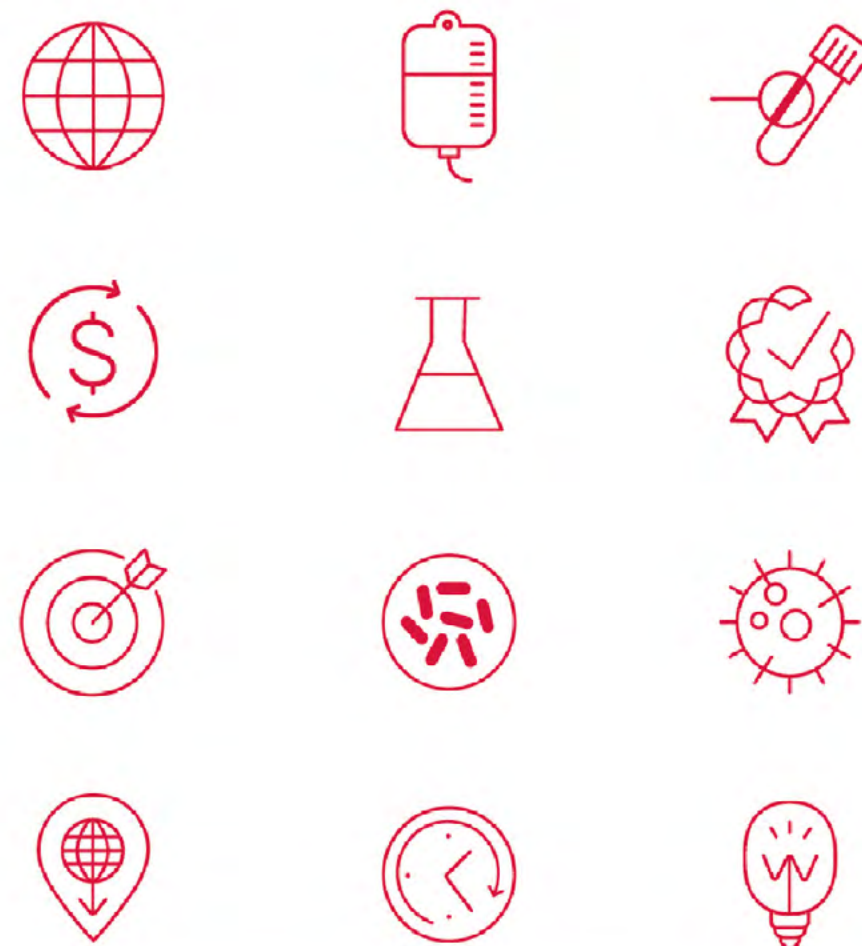


“Backyard Jackpot” Paid Social Media Motion Graphics (Click Each to View)





**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.

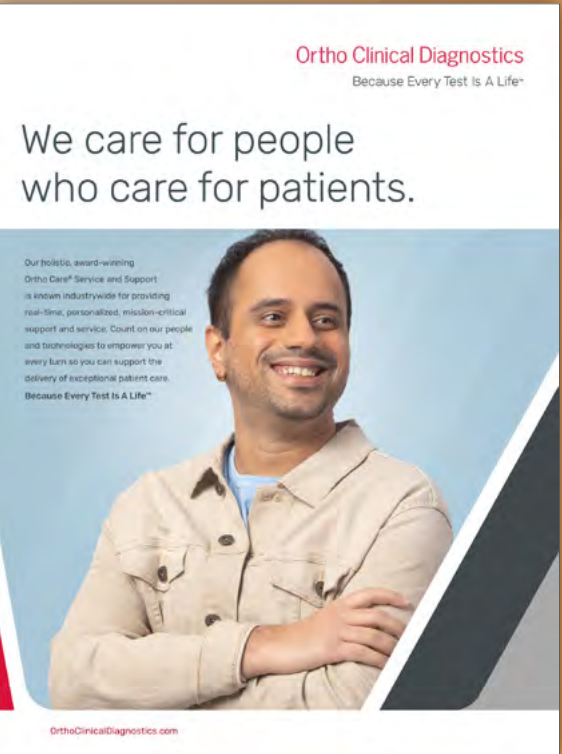
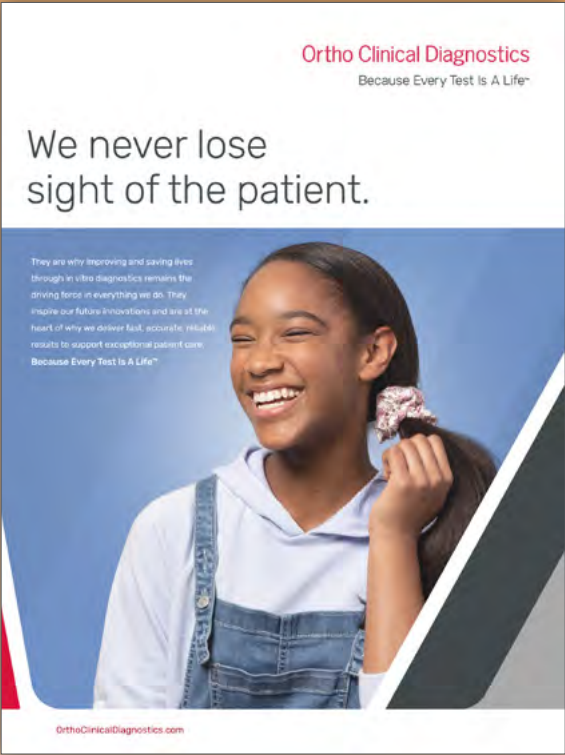
Brand Experiences: Evaluate and improve customer touch points with the Ortho brand in all facets of the customer journey, from communications through operations.

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:

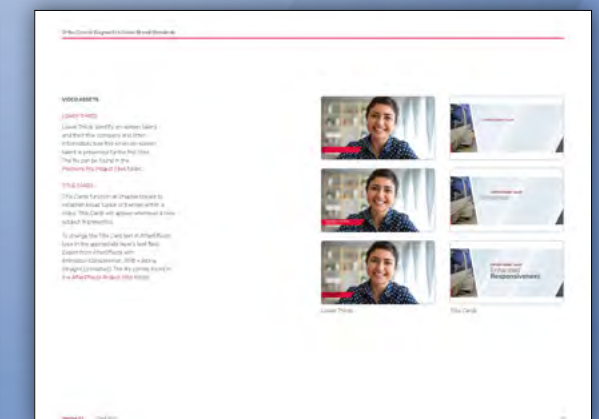
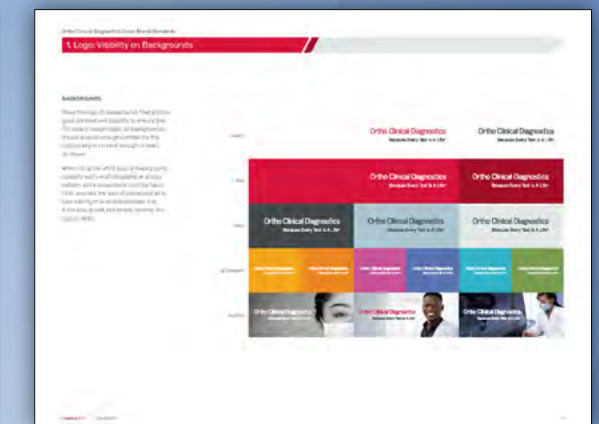
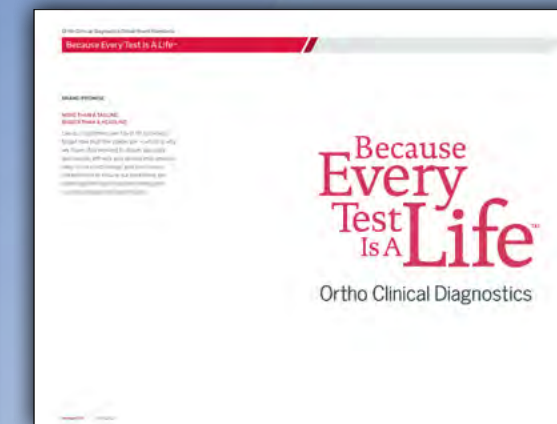
Ortho is now an in vitro diagnostics leader and is thriving as a global brand. Ortho steadily increased its NPS value, garnered an International Stevie Award for brand renovation, won an IABC Gold Quill Award for an internal brand ambassador campaign, and was voted one of the Economic Times Best Asian 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



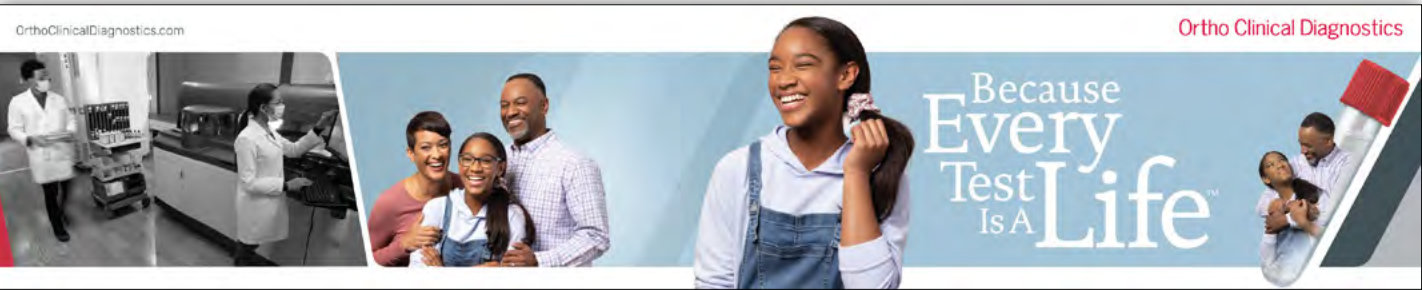
Ortho Global Brand Standards



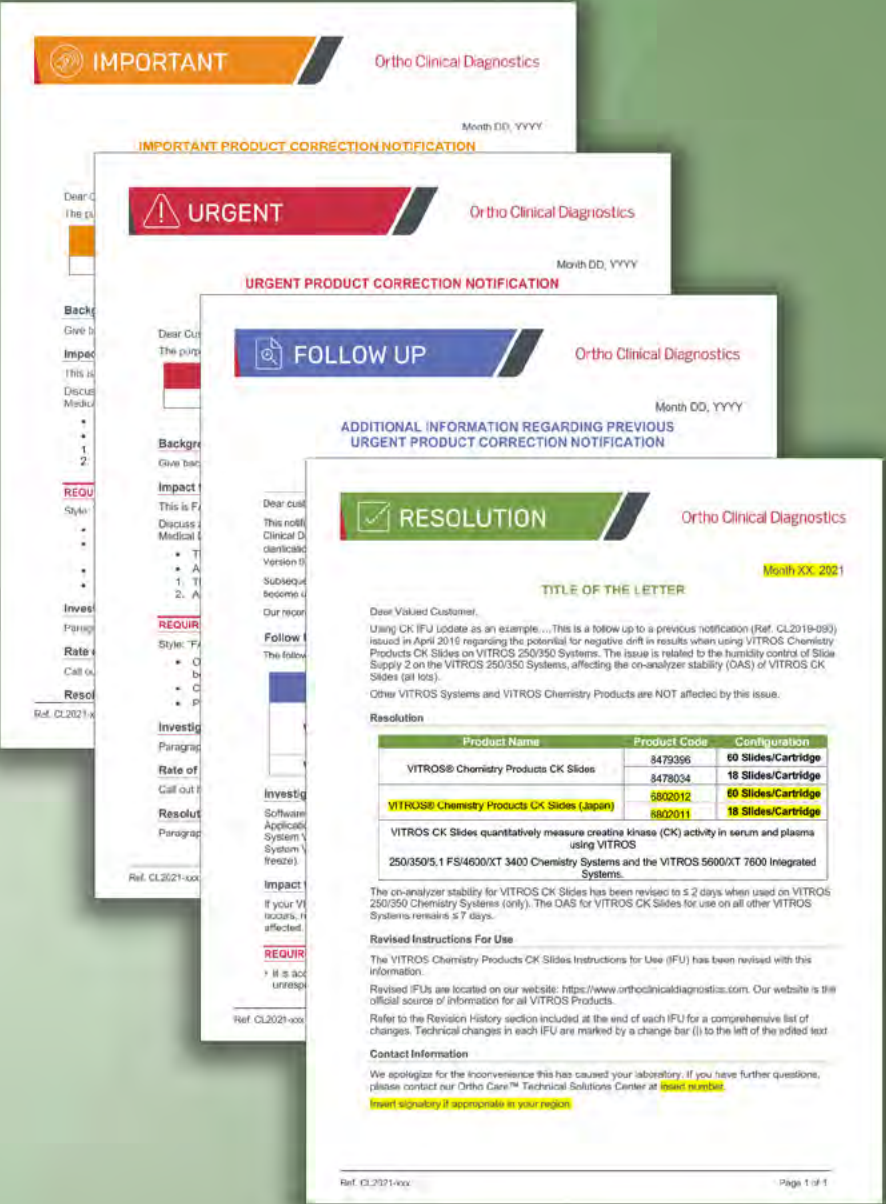
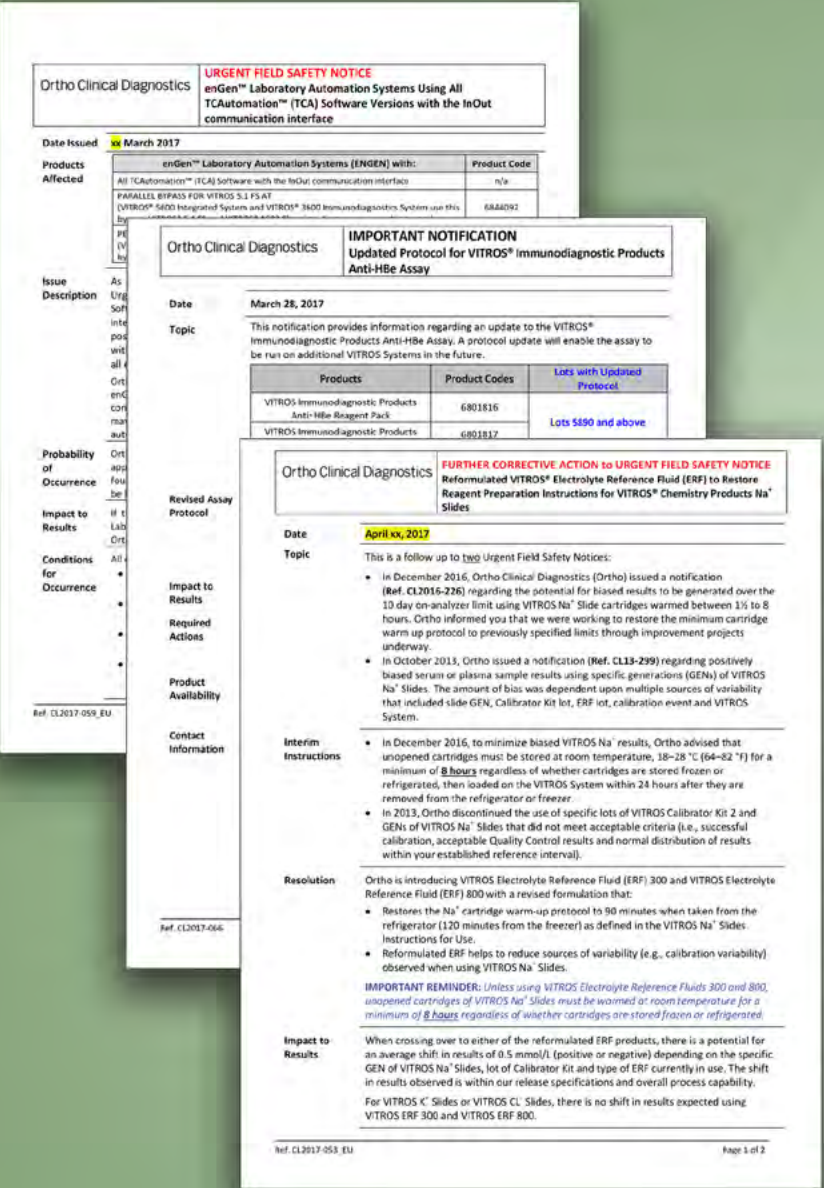
Ortho Global Brand Standards



Hero Image Global Library



Trade Booth



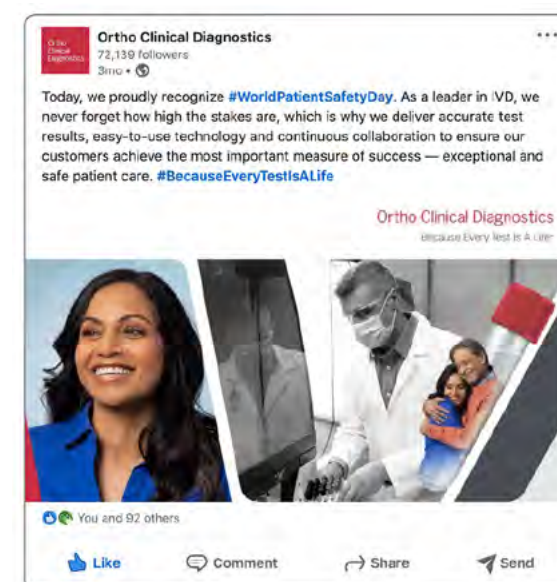
Customer Issues Letter System: Before and After

Previous Letters:

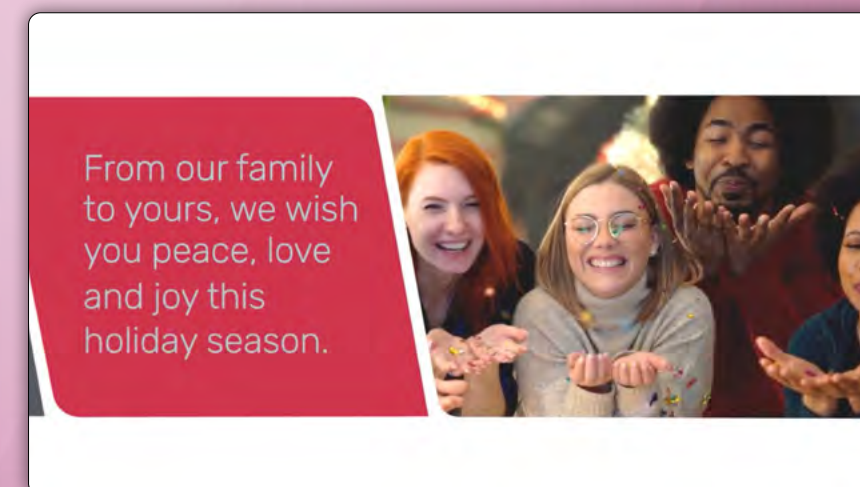
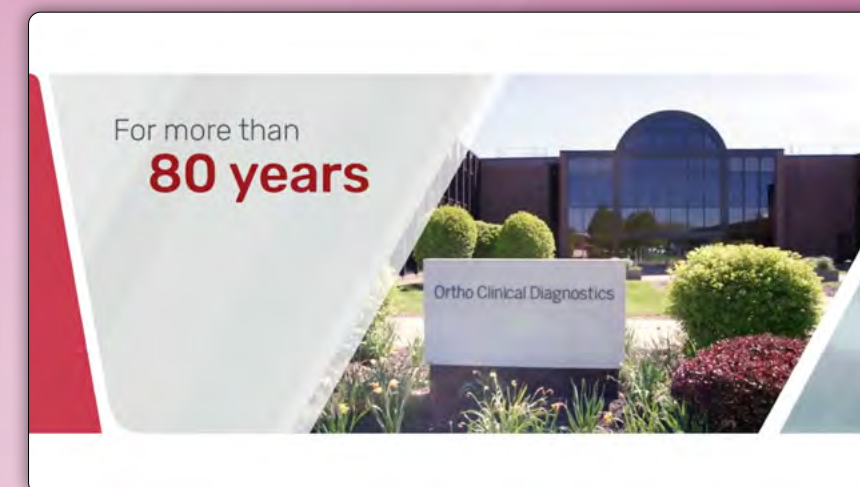
- Impersonal tone
- Non-branded visually
- Confusing, unclear in purpose

Newly Designed System:

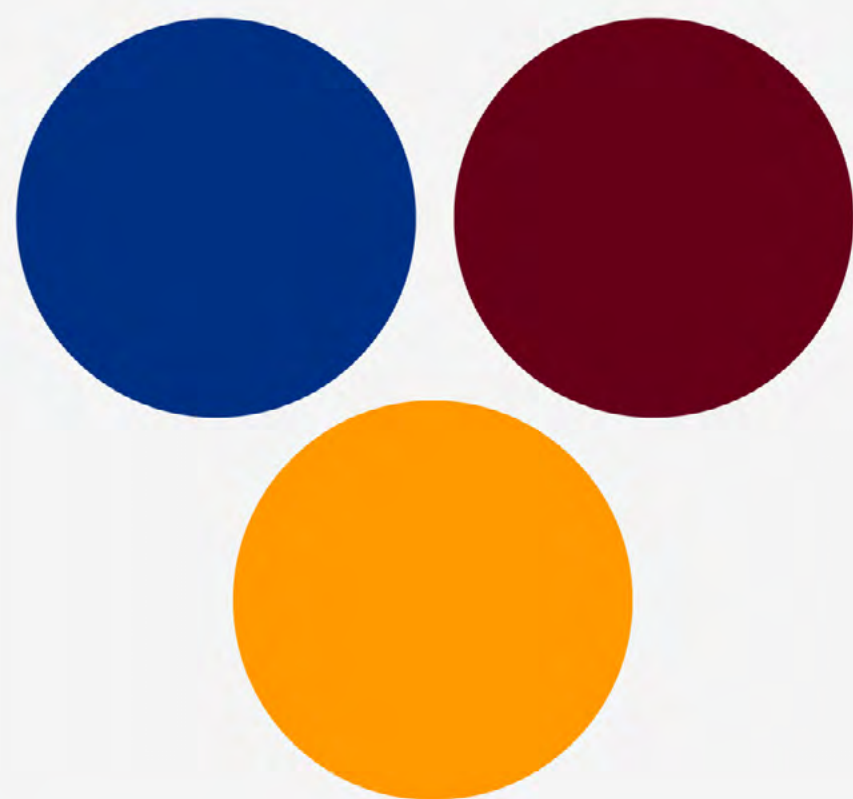
- Customer-friendly tone
- Brand colors, motifs, and icons
- New “Resolution” letter closes the loop on issues
- At-a-glance headers define purpose



Organic Social Media

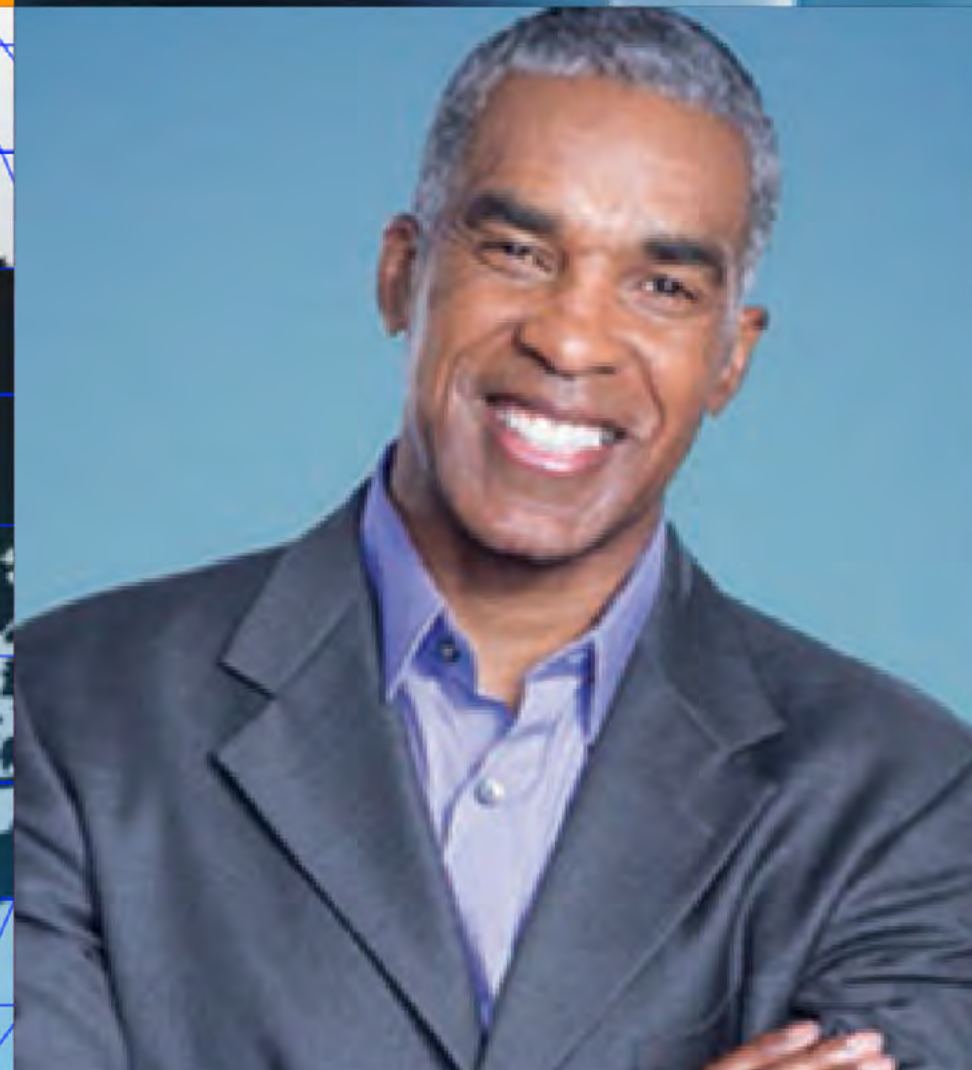


Ortho Videos (Click Each to View)



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”

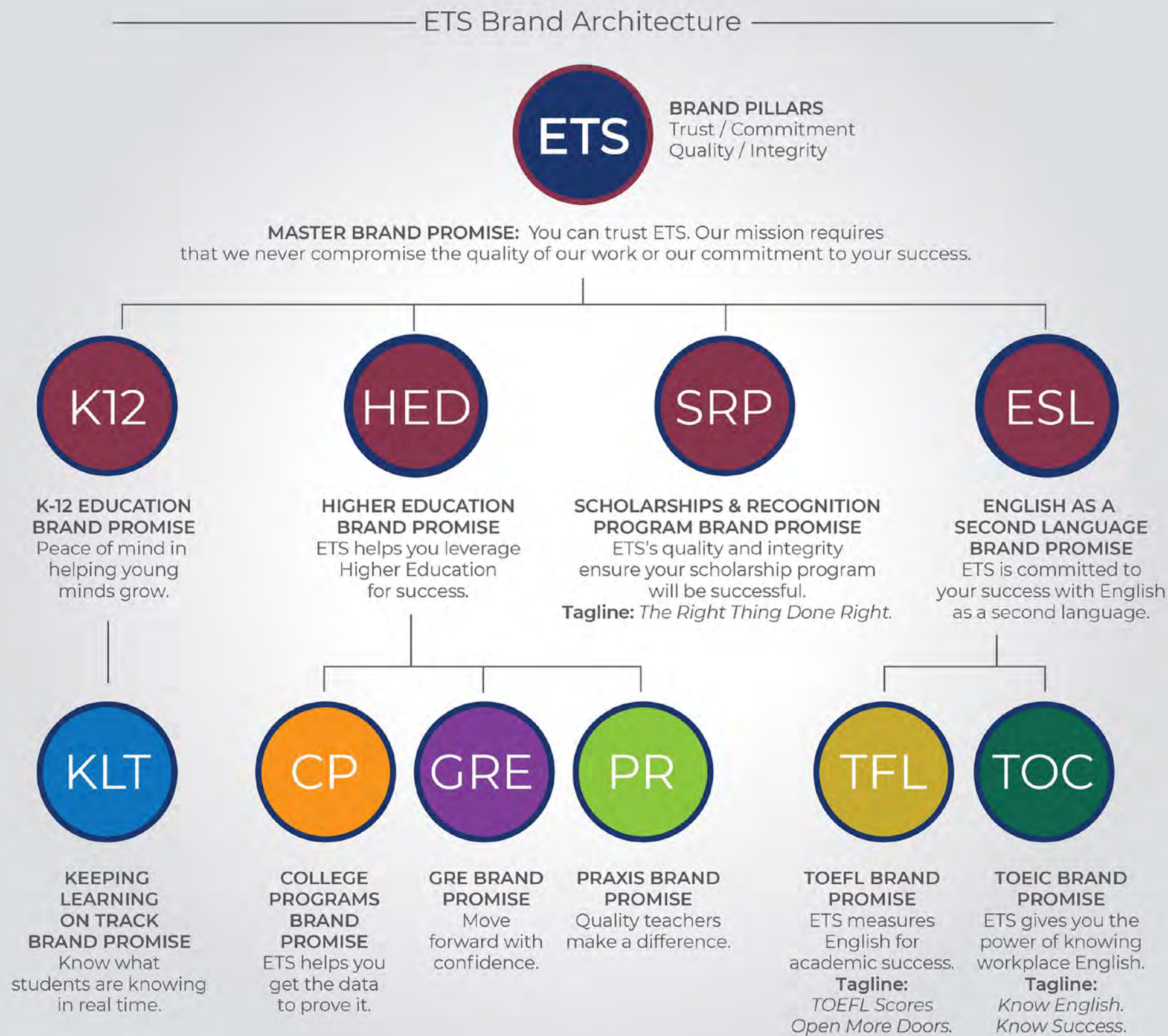
Challenges:

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.

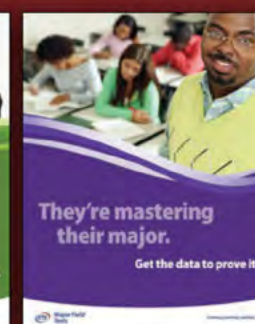
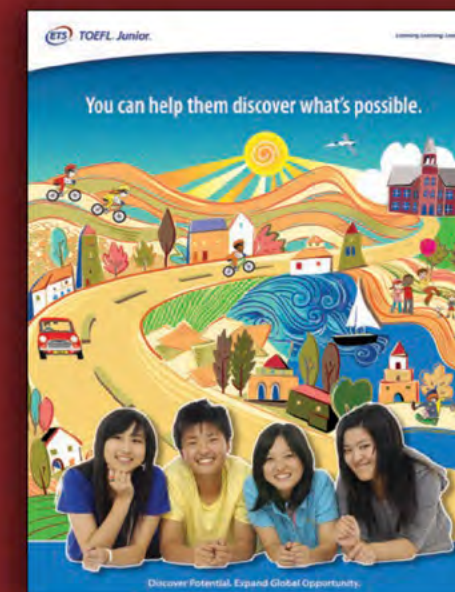
Results:

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.

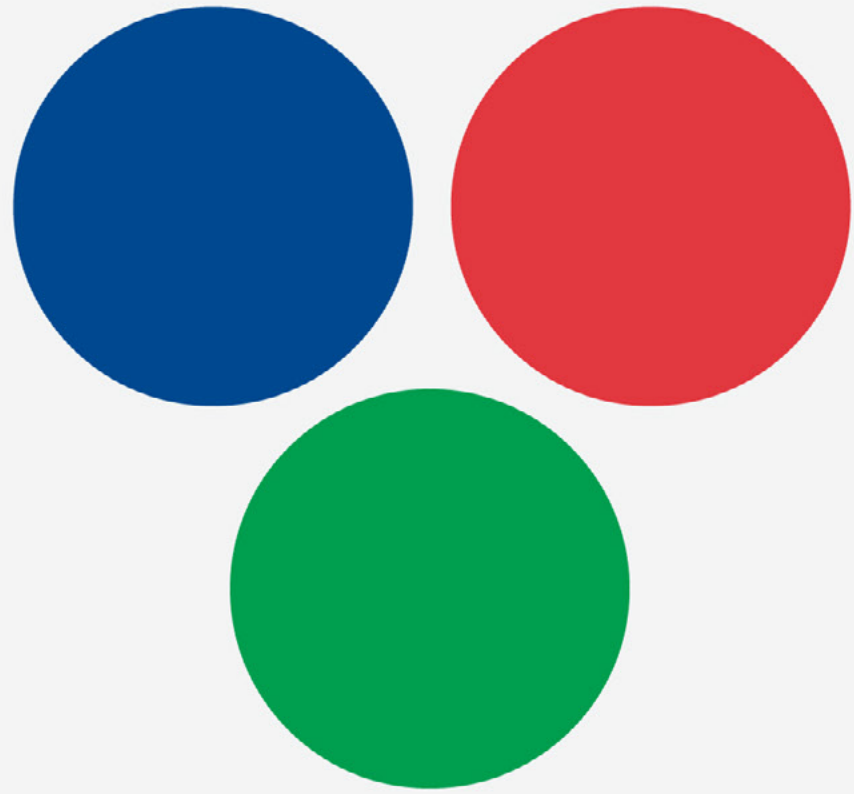




ETS Brand Guidance



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

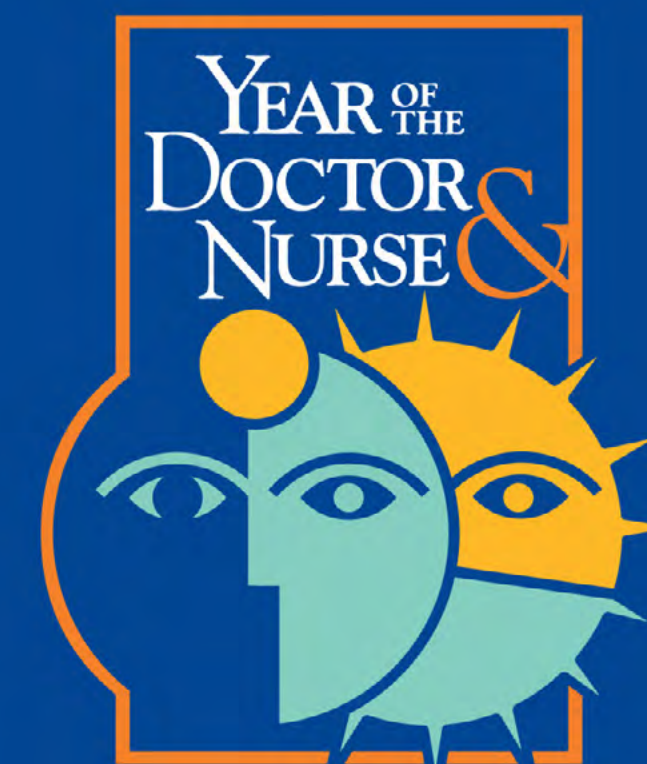


Out-of-Home Featuring Unique Foodtown Brand Differentiators



Celebratory

*legacy
commitment
care
compassion*



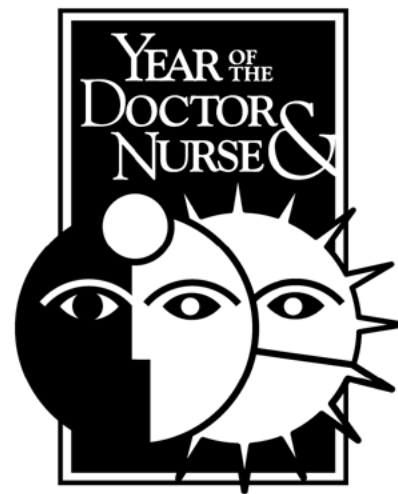
Elevation Through Celebration

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”

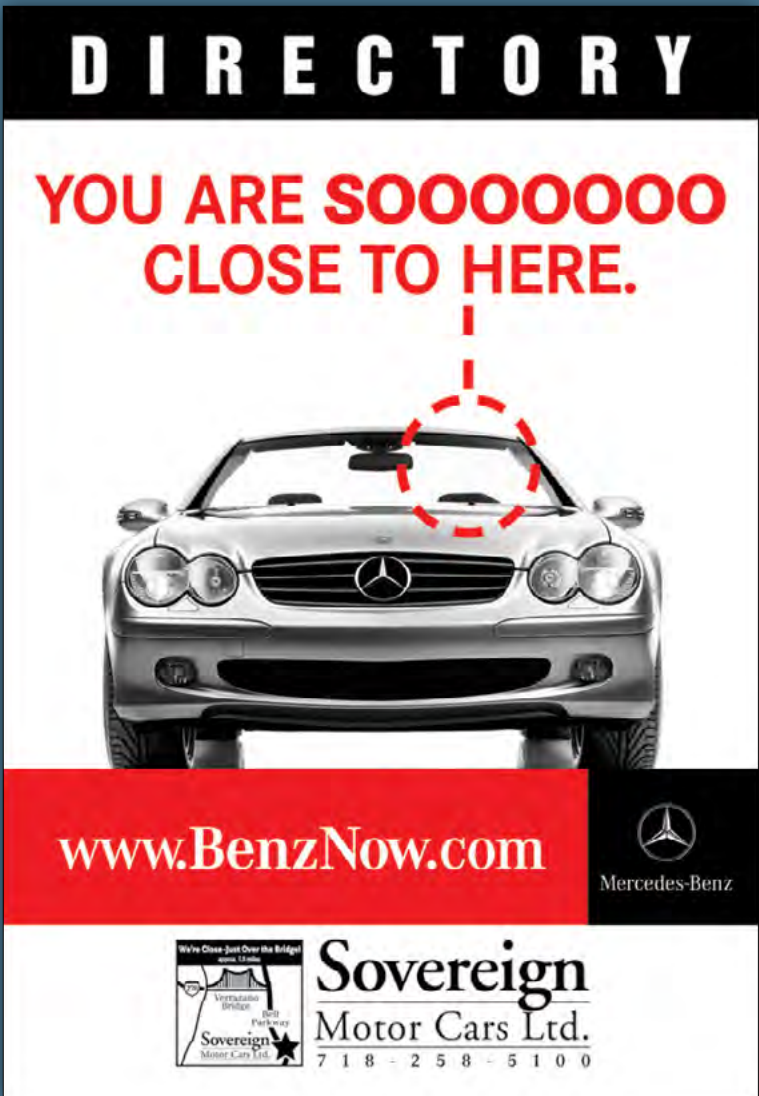
Leveraged the strength of the global Mercedes-Benz brand in promoting Sovereign Motor Cars Ltd., a Mercedes-Benz dealership in Brooklyn, NY. Created highly targeted materials for the Staten Island audience to visit their friends at nearby Sovereign.

Materials Produced

Logo | Ads | Out-of-Home



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



Geo-Targeted Signage at Mall Entrance



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)

