

DAVID BOBROW Head of Integrated Production, Experiential Strategist
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A creative production leader with 15 years client/agency experience devising innovative approaches toward multi-platform video and memorable experiential programs for real-world environments.

Extensive branded content development and production skills, a mind for storytelling, an eye for design and a heart for cultural standards. Strong advocate of research that fuels the iteration of smarter engagements.

A competent and empathetic team leader and mentor, able to identify and nurture the hard and soft skills required of emerging talent. A tireless passion to motivate diverse organizations create ever-better work.

Core Abilities

Program and Project Management, Technical and Graphic Production Strength

Executive Producer's skillset leading projects from ideation through delivery, from script through final mix. Hands-on expertise in Trello, Final Cut, Premiere, After Effects, Garage Band, Photoshop, Aurasma, Powerpoint, Keynote, Excel, etc.

8 years of PM experience with excellent analytical, organizational and people skills. Ability to scope, develop and lead multi-threaded programs in a fast-paced, rapidly changing environment. Live events and at-retail creative experience ranging from audiences of 1 to 5000.

Lean Six Sigma Certification.

A Conceptual and Strategic Mindset

Proven agility in transforming a holistic view of consumer input, client goals, brand frameworks and business challenges into actionable ideas, smart creative briefs and meaningful content. Conversely, also enjoy working backwards from kernels of cool executional ideas to test against strategic imperatives.

Client-facing Idea Stewardship

Capable client partner and team leader, guiding the process of articulating the Big Idea, selling it, and empathetically negotiating for a mutually positive outcome.

EXPERIENCE

Doremus & Co

2015-2016

Doremus is amongst the definitive Business-to-Business advertising agencies in the US

SENIOR DIRECTOR, INTEGRATED PRODUCTION

Developed a bespoke digital platform strategy designed to leverage the B2B braintrust well-cultivated in the organization. Consulted account and creative leadership on expanding the menu of services and content products.

Managed a multi-skilled team of Producers and Digital Project Managers, during a time of unprecedented transition within the organization.

Oversaw and streamlined the workflow of concepts and tactics through the agency. Established the framework for highest-quality creative deliverables, by monitoring all project processes and operations for time and resource efficiencies, schedule adherence, cost management, quality control, and process improvement opportunities. Production scope includes video, audio, experiential, digital ad units, edms, cinemagraphs, social posts.

Clients and Notable Projects

Microsoft Office 365 Integrated Launch Films: Live Action and Animated and Radio

Oversaw production of multiple spots crafted for specific moments in the consideration funnel: Direct Response, Customer Stories, Narrative Non-Fiction How-tos.

Microsoft Bing Launch Film and Podcast Series

Re-casted this oft-considered #2 brand as a smart option for advertisers, as it powers instances of personal inspiration and hyper-local micro-moments across the Siri, Cortana, Uber and Yelp networks.

Corning Gorilla Glass Social Films

Led production on a special effects-heavy, series of global social films designed to illuminate the magical yet altogether honest resilience of this amazing smartphone glass, to emerging markets of China, India, Turkey, Brazil.

PPG Anthem

After a successful new business pitch, client asked for our opening narrative/manifesto to become an anthem piece for a key leadership meeting, in five weeks. Scoped, budgeted and staffed production of a brand film that rallied the troops, unifying purpose for multiple verticals and brands. This content ultimately evolved into a national TV spot, airing Q1-Q3 2016.

Plantronics 2016 Film

In Production. Strategically similar to PPG, for a brand with some pivotal, amazing yet remarkably unpublicized stories to tell, like its key communications role between NASA astronauts and Mission Control from the moonshot age onward.

Plantronics Cinemagraphs

Bringing beautiful brand assets to life across social channels, via elegantly unexpected in moving pictures.

IZ-ON Media, a Technicolor Company.

2006-2014

IZ-ON Media wrote the book on digital media networks for public spaces, primarily in retail and hospitality.

EXECUTIVE PRODUCER and DIRECTOR OF EXPERIENTIAL CONTENT STRATEGY (2011-14)

Launched a digital restaurant TV network, commonly known as theBite. This 2000-location network ran inside Taco Bell, McDonalds, Wendy's, Carl's Jr, Hardee's and Denny's properties nationwide, reaching 30MM monthly viewers.

To staff the network, assembled and led a cross-functional team of content managers, strategists, producers, animators, sound designers and researchers.

Did a deep dive into the consumer mindset and market opportunities of serving sponsored entertainment to diners on-the-go. Wrote communication strategy and established brand voice, implemented through content plans, editorial calendars, style guides and CMS rules, taxonomies and tagging schemes that served this unique digital/experiential medium.

Post Launch

- On a daily basis, curated an integrated experience of fresh entertainment
- Led CX, semi-annual visual refresh, content marketing programs across Facebook and Twitter.
- Drove revenue via branded content which delivered a Nielsen-measured 54% ad recall.
- Evangelized the theBite for growth in business development and entertainment partnerships.

Drove Product and Process Improvements

- Productized social mobile second-screen content experiences, which exceeded industry benchmarks for mobile ad click-thru engagement.
- Productized a programmatic content and hyperlocal advertising syndication system which optimized use of the CMS, yielding significant efficiencies across departments.

HEAD OF ORIGINAL CONTENT AND ENTERTAINMENT PARTNERSHIPS (2009-2011)

- Led department during critical growth phase expanding partner roster to +100 partners
- Oversaw media partnership strategy, curating content for Walmart, Target, Costco, Shell et al
- Grew revenue by selling and producing integrated content programs for NBC, FOX, VH1, Turner
- Developed business model for and went to market with CaaS offering (Content-as-a-Service), which leveraged internal capital to expand income through content syndication beyond current client set
- Mentored top talent to fast-track as content strategists

CONTENT STRATEGIST and SENIOR PRODUCER (2006-2009)

- Wrote and produced at-retail advertising for national brands and retailers
- Developed analytical model for segmenting shoppers for conversion opportunities

Identity Arts 2002-2006

Identity Arts was a four-year creative partnership between two friends formed to dream up content and transformative experiences for agencies and brands.

FOUNDER/CREATIVE DIRECTOR AND EP

- Produced and sold spec cell phone courtesy spot to AMC Theaters, generating 125MM impressions
- Won BSSP/Converse Gallery User-Generated Content online campaign competition
- Created short-form content and integrated advertising pieces which aired at launch of Current TV
- Developed creative strategies and visual templates for Lieberman Prods, Guthy-Renker, Comcast
- Produced music videos for local emerging acts VON IVA and Brandi Shearer

Levi Strauss & Co 1999-2001

Levi Strauss opened its first-ever flagship store in its hometown of San Francisco, a media-intensive wonderland of visual and kinetic attractions, intended to appeal to millennials who were favoring other brands

MEDIA AT RETAIL PRODUCER / CONTENT AND EXHIBIT CURATOR

- Developed conceptual framework, content strategy and produced content for \$20MM Flagship Store
- Represented brand to news media during launch phase of store
- Curated in-store events and gallery exhibitions celebrating emerging artists like Shepard Fairey, Albert Watson, Stuart Patterson, David Flores, and DJ Carl Cox
- Designed and managed newsroom-like editorial facility which created content on-the-fly
- Partnered with iFilm, AtomFilms and ResFest to exhibit emerging UGC content

FCB Global / San Francisco 1994-1999

FCB incubated a startup called The Advanced Communications Group. It aspired to transform the unstoppable intensity and excitement of pop concerts into experiential content for current and future clients

EXPERIENTIAL MEDIA PRODUCER

- Delivered breakthrough presence-media programs for Levi's, Warner Brothers, Chrysler, Gannett
- Produced epic-scale direct-to-consumer Projection Media experiences on city architecture
- Produced innovative multimedia museum exhibitions and live events

EDUCATION

UNDERGRAD: BA Art. SFSU, 1993

CERTIFICATION: Lean Six Sigma Green Belt 2011, Acuity Institute

POST GRADUATE COURSEWORK: UC Extension, Art Center, SFSU MMSP, AMA

RECENT HONOR: Finalist, Protohack/San Francisco