

ROBERT SOLOMON

SENIOR CREATIVE PRODUCER

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AWARD WINNING Content Producer - Expert Marketer - 360° Creative Leader

SELECT ACCOMPLISHMENTS

- Produced branded digital media with average new views of 10k + web conversion of 10%-15% for Bank of the West, Royal Caribbean, TD Ameritrade, Frank Family Vineyards and Warner Bros. Digital.
- Led the highly successful \$4Million Budget SEINFELD SERIES digital, home entertainment and TV campaigns.
- Recruited, trained and produced award-winning 45 person creative team of copywriters, producers, editors, designers, production teams and post supervisors - grew creative agency WDA's annual revenue from \$250,000 to over \$3Million.

EXPERTISE

- Content Creation
- Ideation / Writing
- Video / Photo Shoots Direction
- Multi-project Management
- Integrated/Multi-platform Marketing
- Social Media
- Editorial / Post-Production
- Branding / Design
- Business Development / Strategy
- Event Production
- Creative Teams Building

PROFESSIONAL EXPERIENCE

SOLOMON CREATIVE: CAMPBELL, CA / BOCA RATON, FLA

2020 - Present

Executive Creative Director/Senior Producer

- Develop and implement integrated marketing strategies and produce multi-media content.

ILLUMIN8 CREATIVE: LOS ANGELES, CA / LOS GATOS, CA

2010 - 2020

Executive Creative Director/Senior Producer

- Conceived and produced 360° marketing campaign and branded web series (\$800,000 budget), internal communication platforms, sponsorship and social media, broadcast spots, live event, brand and outdoor media, for Bank of The West / BNP Paribas global C-suite executives.
- Produced 15-part video series, photo shoots, re-branding, collateral design and comprehensive e-commerce website for premiere Napa Valley winery Frank Family Vineyards; increased on-site attendance and club sales by 15%.
- Produced photo and video/drone marketing and videos for premiere Los Angeles luxury real estate agencies resulting in over \$70 Million in sales.
- Implemented strategic, creative and new business initiatives promoting proprietary digital delivery technology for Silicon Valley in-theater advertising and content provider.

WINSTON DAVIS & ASSOCIATES: BEVERLY HILLS, CA

2000 - 2010

Partner/Vice President/Executive Creative Director/Senior Producer

- Produced hundreds of trailers, broadcast spots, sizzle/event reels, electronic press kits, key art, packaging design, digital, mobile, and gaming marketing for entertainment studios, production companies, filmmakers, and agencies - driving consumer engagement and transactions across traditional, digital and physical windows.

PROFESSIONAL AWARDS

Hollywood Reporter Key Art

Golden Trailer

Best Feature Documentary Imagen Film Awards

EDUCATION

NORTHWESTERN UNIVERSITY, EVANSTON ILLINOIS

Double Major / Bachelor of Arts

Radio/TV/Film + Political Science/International Relations

President - Political Science Honor Society

Producer/DJ – Wicked and Wild Reggae Show - WNUR Radio