

ROBERT SOLOMON

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SENIOR CREATIVE PRODUCER - PROFESSIONAL STORYTELLER - 360° CREATIVE LEADER

25+ years leading creative projects from concept to delivery - proven record collaborating with stakeholders and managing cross-functional teams producing results-driven media across diverse platforms and budgets

EXPERTISE

- CREATIVE DEVELOPMENT & STORYTELLING
Multi-platform content production
- IDEATION & WRITING
Concepts, treatments, scripts, copywriting
- VIDEO & PHOTO PRODUCTION
Directing shoots, talent management, on-set creative leadership
- EDITORIAL & POST-PRODUCTION
Supervising edits, motion graphics, VO, sound design, finishing
- CROSS-FUNCTIONAL COLLABORATION
Partnering with executives, agencies, and creative teams
- BRANDING & DESIGN
Creative direction for multiple mediums
- BUDGETING & SCHEDULING
Creating and managing budgets
- OMNICHANNEL MARKETING EXECUTION
Building campaigns across multiple platforms
- MULTI-PROJECT LEADERSHIP
Directing simultaneous projects
- AI / ENHANCED CREATIVE PRODUCTION
Leveraging AI and emerging tech for content creation

PROFESSIONAL EXPERIENCE

SOLOMON CREATIVE: Boca Raton, FL / Los Angeles, CA

2020 - Present

Senior Creative Producer

Produce AI creative global event media, political campaign videos, purpose driven marketing, and trailers

- Developed fentanyl awareness campaign boosting donations by 20% + securing federal grant
- Directed aviation campaign that grew market share 35% and boosted annual sales 15%

ILLUMIN8 CREATIVE: Los Gatos, CA / Los Angeles, CA

2010 - 2020

Senior Creative Producer

Led creative teams producing entertainment media campaigns, omni-channel marketing, and luxury real estate media

- Piloted 360° media and website build for Frank Family Vineyards; increased on-site attendance and club sales by 17%
- Produced branded web series and broadcast spots; launched sponsorship, social media, brand, and outdoor marketing for Bank of the West increasing website traffic by over 15%
- Created luxury real estate media assets driving \$175M+ in property sales

WINSTON DAVIS & ASSOCIATES: Beverly Hills, CA

2000 - 2010

Vice President

Created trailers, spots, sizzle reels, special shoots, EPKS, key art, digital, and mobile marketing for major studios, production companies, agencies, and brands - across diverse platforms

- Scaled creative team to 45; expanded agency revenue from \$500K to \$4.5M+
- Spearheaded the \$4M+ Seinfeld - TV, Home Entertainment and digital campaigns

PROFESSIONAL AWARDS

- Hollywood Reporter Key Art - Pulp Fiction
- Golden Trailer - The Mask of Zorro
- Best Feature Documentary Imagen Film Awards - Beisbol

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SELECT CREDITS

EXECUTIVE PRODUCER: *Web Series* (Meet the Banks, Frieda Fuch, The Misfits)

CO-EXECUTIVE PRODUCER: *Features* (Beisbol, Local Color, Meet the Mobsters, Flip the Script)

EDITOR: *HBO Featurette* (Dracula Blood Lines)

EDUCATION

NORTHWESTERN UNIVERSITY, EVANSTON, IL

Bachelor of Arts – *Double Major*: Radio, TV & Film; Political Science/International Relations

MEDIA PORTFOLIO

COMPREHENSIVE MEDIA SHOWCASES

<https://vimeo.com/user122327267>