



# Robben Roesler

VP, Creative Director | Design Director | Strategic Problem Solver | Visual Storyteller | Brand Builder

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## UNRELENTING PURSUIT OF BREAKTHROUGH CREATIVITY THAT DRIVES BUSINESS IMPACT

Multi-dimensional creative able to skillfully navigate complex business challenges and environments to deliver impactful results, develop insightful marketing strategies and craft award-winning work with flawless precision.

Seasoned leader with 10+ years directly overseeing a multidisciplinary team executing fully integrated cross-channel campaigns.

Driven to deliver exceptional, engaging, innovative, and inspiring work that resonates with consumers and drives business profitability.

Collaborate with senior leadership to align brand and creative initiatives with business goals, identify growth and innovation opportunities, and cultivate trust while leveraging influence to secure stakeholder buy-in.

Able to distill intricate business concepts into easily digestible directives, enabling team members to understand and execute initiatives with clarity and confidence.

### Key Professional Accomplishments

Directed a multidisciplinary team of 10+ writers, art directors, designers, video editors, motion graphic artists, and web developers, providing coaching and career development to foster growth, inspire and ensure team members were equipped with the necessary skills to excel in their roles.

Consolidated 10 companies into a single cohesive brand, developed a simple compelling narrative, defined the go-to-market strategy and brand architecture, and brought the brand to life across physical, experiential, and digital touchpoints, resulting in it becoming the most recognized and dominant brand in the industry within its first year of existence.

As a senior-level director, contributed marketing strategies and fostered brand loyalty that propelled a start-up from a \$300 million valuation with 120 employees to an astounding \$3 billion valuation with over 600 employees across 4 continents in a mere 18 months, driving explosive growth and unparalleled success.

Streamlined project management processes, collaborated with project managers and account service leads to accurately scope projects, prioritize based on business needs, plan creative resourcing, and define project milestones, resulting in the efficient management of workflow and the successful delivery of projects on time and on budget to achieve strategic goals.

Successfully developed, implemented, and strategically engineered brand design systems that accommodated growth and adaptation to changing needs for Fortune 100 companies, regional clients, and start-up brands, which includes executing large-scale brand refreshes and successful brand launches.

Built high-performing teams from scratch, defined the team vision, recruited top-tier talent, established a positive team culture, and led day-to-day responsibilities for employees that gave the highest company-wide job satisfaction scores.

## Employment History

22 yrs of agency and in-house experience    12+ yrs of creative direction    10 yrs of management experience leading creative teams

### STORABLE

04/2019 – 12/2022

### Sr Director, Brand and Creative | Director, Creative

- Established and executed comprehensive brand strategies to drive market growth and increase brand awareness, resulting in significant increases in sales revenue and market share.
- Oversaw all aspects of creative development, including the ideation, design, and execution of multimedia campaigns across a range of channels, and implementation of comprehensive brand and creative strategy that drove business growth and profitability.
- Fostered a culture of innovation, creativity, and collaboration, empowering team members to bring fresh perspectives to every project.
- Developed and defined the brand's visual and verbal identity, established brand guidelines and standards, served as the brand steward to oversee the development of all brand assets, and ensured consistency across all touchpoints and channels.
- Conducted ongoing research and analysis to identify consumer insights that informed brand and creative strategies, ensuring the brand's relevance and resonance with its target audience, and maintaining a competitive differentiation.

- Collaborated with People Operations to develop a best-in-class employer brand, define the employee value proposition, influence company culture, lead the development of ESG and DEI initiatives, and create recruitment and retention campaigns resulting in increased employee engagement and retention rates.
- Established and maintained relationships with external partners, including agencies, production vendors, media outlets, public relation firms, industry associations, and investor relations to augment and enhance brand and creative initiatives.
- Supported the end-to-end process of new product launches, from pre-kickoff to go-to-market realization, created sales enablement assets, and oversaw the transition to evergreen lead generation campaigns.
- Led team meetings, inspired award winning work, mentored and developed team members, provided coaching and guidance to support their professional growth and foster a high-performing creative culture.
- Generated and managed the brand and creative team budget, identifying areas for cost savings and operational efficiencies, forecasting resourcing needs to meet marketing objectives, adapting spending as required, and maximizing ROI.

## SANDBOX

01/2014 – 04/2019

### Design Director

- Led a team of 10 top-tier designers, inspiring and empowering them to push creative boundaries and consistently deliver award-winning creative work that exceeded client expectations and drove business results.
- Oversaw the design process with meticulous attention to detail, ensuring that every piece of work met the highest standards of creativity, innovation, and effectiveness, while maintaining a relentless focus on quality and client satisfaction.
- Managed a high volume of complex design projects simultaneously, collaborating closely with cross-functional teams to ensure that all projects were delivered on-time, within budget, and with exceptional quality.
- Cultivated deep and meaningful relationships with clients, working tirelessly to understand their unique needs and challenges, and consistently delivering innovative design solutions that exceeded their expectations and built lasting partnerships.
- Maintained an unwavering focus on cutting-edge design trends and emerging technologies, staying at the forefront of industry developments and applying this knowledge to deliver truly innovative and game-changing design work.
- Navigated complex client relationships with ease, leveraging exceptional communication skills, strategic insight, and a deep understanding of client needs to build trust, foster collaboration, and drive client satisfaction and loyalty.
- Championed a culture of excellence, creativity, innovation, and a results-oriented environment that attracted top talent and earned the trust and loyalty of employees, peers and clients.

### Creative Director | Associate Creative Director

- Managed a dynamic and high-performing team of multi-disciplinary creatives for clients with \$10M+ in billings, inspiring and motivating them to deliver agency of record work that exceeded client expectations and achieved measurable results.
- Conceptualized and executed innovative, high-impact campaigns for nationally known brands, leveraging data-driven consumer insights to create compelling and effective campaigns that increased brand awareness, drove engagement, and boosted revenue.
- Presented concepts and creative ideas to clients with a winning combination of clarity, confidence, expertise, and enthusiasm, consistently earning buy-in and approval for bold and imaginative campaigns.
- Facilitated the development of breakthrough creative that transformed client briefs into flawlessly executed concepts that extended across a variety of channels, generated buzz, garnered industry recognition, and delivered outstanding ROI for clients.
- Built and maintained an extensive network of creative talent and strategic partners, leveraging these relationships to augment the team's capabilities and deliver exceptional creative work that remained true to the brand and on strategy.
- Provided fresh, innovative approaches to existing campaigns that had been running for years, delivering breakthrough creative solutions that achieved unprecedented results and re-earned the trust and loyalty of clients and their customers.
- Accurately scoped projects, prioritized business needs, planned creative resourcing, established project milestones, and monitored budgets to ensure timely and successful project delivery.
- Collaborated closely with account management, brand planning, and media teams to ensure effective creative concepts and messaging, delivering campaigns that were on strategy, insightful, consistent, and resonated with target audiences.
- Refreshed the agency branding, raised the creative bar, breathed new life into the team's work, participated in new business pitch wins, and contributed to the success that helped position the agency for acquisition.

## Additional Experience

VMLY&R, Sr Art Director  
2011 - 2014

MBB Agency, Sr Art Director  
2008 - 2011

MMGY Global, Sr Art Director  
2007 - 2008

Callahan, Sr Art Director  
2004 - 2007

ER Marketing, Art Director  
2002 - 2004

## Education

**Kansas State University** | Bachelors Arts & Sciences | [Mass Communications, Radio/TV](#)

**Kansas City Art Institute** | Technical Certificate | [Graphic Design](#)