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JUDY ROBINSON

SKILLS

Creative Direction
Art Direction
Leadership
Storytelling
Collaboration
Strategic Development
New Business
Client Relations
Film Production Oversight
Web Production Oversight
Print Production Oversight
Adobe Suite

EDUCATION

The Creative Circus
Atlanta

The New School
Photography in Paris
Summer Program

Boston University

AWARDS & RECOGNITION

Cannes Ad Festival
Gemma Awardsl
Art Directors' Club
One Show
D&AD Awards

PROFILE

A versatile problem-solver who can step into any situation and take the lead. A strategic brand partner who creates impactful, award-winning work across multiple platforms.

EXPERIENCE

NBC News Marketing- Senior Creative Director 2018-Present
•As a member of the NBC News Marketing team, collaborated on creative approaches for all NBC News brands including the TODAY Show, Third Hour TODAY, Hoda & Jenna, Sunday TODAY, Nightly News with Lester Holt, Meet the Press and NBC News Now.
•Worked to move the TODAY brand to the lead morning show in the demographic within 3 years.
•Developed a brand campaign for Nightly News that successfully captured audience share from ABC.
•Led a talented team of writers, producers, editors, and designers to creatively execute strategies once they were set.
•Managed project timelines and deliverables ranging from single-day tasks to brand campaigns across multiple platforms that successfully increased engagement.

Fresh Digital Group - Chief Creative Officer 2013-2021
•Worked closely with clients to understand their strategic marketing needs and led a team of creatives and developers to design innovative, brand-tailored solutions.
•Designed and launched a voice-based educational game for kids on the Alexa app for UNICEF, achieving over 5,000 downloads within the first month and receiving a 4.8-star rating from users.

ONNA Creative - Chief Creative Officer 2017-2018
•Founded to complement Fresh Digital Group and address our expanding production needs in the digital landscape.

Grey Group -Global Creative Director 2015 - 2016
•Creative lead for the Global Hasbro brand, overseeing the several creative teams in the marketing of numerous classic and toy products.
•Collaborated with Disney on several product lines inspired by their beloved entertainment properties, including Frozen.

Young & Rubicam Group -Group Creative Director 2012-2014
•Spearheaded the creative direction for multiple accounts, including Danon and JC Penney, which I successfully pitched and secured for the agency.

Saatchi & Saatchi - Creative Director 2005-2012
•Worked on multiple accounts for Proctor & Gamble and General Mills.
• Creative lead on new business pitches for JCPenney and Miller Beer.

DDB - Senior Art Director 2004-2005
•Led the production of the Cotton brand campaign.

Bozell/ Lowe - Art Director 2000-2004
•When Bozell was folded into Lowe, I was part of the lead team that successfully pitched and won the Macy's account, marking the first time Macy's entrusted an outside agency with a complete campaign overhaul of their brand. We collaborated closely with their internal marketing and design teams to develop visually striking and highly effective assets.