

ROB RIZZO

Creative Director • Copywriter • Strategist • Problem-Solver • Leader

My Perspective

After more than 30 years in the business, I've come to realize there are only two things that really matter: The work and the people making the work. What we do and how we do it is an ongoing demonstration of our craft, commitment and character. All of which, ultimately define our agency's/company's culture. Focus on the work and people and success will surely follow.

Founder/CMO/CSO/CCO

3/21 – present, Marketing Suite Spot LLC

I provide Fractional Creative C-Suite Services for Brands as well as Creative Concepting, Strategy & Copy for Agencies, Content & Production Houses. My focus has been helping companies define/redefine/refresh their Brand and Positioning.

Clients: Banktivity, Bio Insights Group, Boundless Rider Insurance, Element Productions, Rocket Software and WEI.

Founder & Executive Creative Director

5/17 – 2/21, Maiden House @ John Hancock

Transformed an in-house, production-oriented, service bureau into a full-service creative agency. Through a series of selective hires, talent upgrades and the addition of much needed capabilities (Brand Planning and Media Analytics), Maiden House delivers insight-driven creative for the John Hancock Advice, Brand, Corporate and Insurance initiatives. To date, our work has earned regional and national industry recognition.

Creative Director/Strategist/Copywriter

11/15 – 5/17, R. Rizzo Creative Services

Provided creative direction, strategy, concepting and copywriting services to agencies, clients, marketing departments, content and production companies.

Clients: Altisource, The Boston Group, Coastal Construction, Element Productions, John Hancock, Market Basket, Open Sky, Owners.com, Thrive Hive and WEI.

EVP, Executive Creative Director

8/10 – 10/15, Digitas

Led a group of 180-plus talented creatives across two offices (Boston and Detroit) in the development of multi-channel brand activations. And along the way, earned local, national and international recognition from the likes of Cannes, Clio, Effie, FWA, Hatch, iab MIXX, OMMA, Reggie, Webby, and the first-ever Emmy for "Outstanding Achievement in Advanced Media Technology."

Clients: Aflac, AT&T, Bank of America, Baskin Robbins, Buick, Cadillac, Celebrity Cruises, Dunkin Donuts, FedEx, General Motors, GMC, Goodyear, Harley Davidson, The Home Depot, Liberty Mutual, Memorial Sloan Kettering, OnStar, P&G, Puma, Sirius XM and SunTrust Bank.

SVP GCD

4/99 – 8/10, Digitas

Senior Copywriter

4/95 – 4/99, Hill Holliday

Senior Copywriter/Group Head

7/90 – 4/95, Epsilon

Copywriter

6/86 – 7/90, Cabot Communications

