

BOB TOMA

CREATIVE DIRECTOR | ART

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Fully Work Authorized. No Visa Sponsorship Required.

Creative Director based Art Director with over 18 years of experience in advertising, crossing from traditional to digital. Concepting for award winning campaigns for global agencies or creative boutiques. Skilled in art direction and illustration. Tenured in Visual Arts, detail-oriented and passionate about CRAFT. Mentor for art directors and graphic designers. "Idea first, crafted execution later" the motto that stands firm for every brief.

EXPERIENCE

BADER RUTTER, MILWAUKEE, WI | CREATIVE DIRECTOR | 09/2019 - 06/2020

Assigned to develop integrated creative concepts for Pioneer - Corteva Agriscience, one of the most iconic agricultural brands in America. Concepted and art direction lead for digital platforms, social media, direct mails, print ads, billboards. Concepted and developed activations for Trade Shows. Directed the digital and video production. Pitched and won Zoetis Cattle, subsidiary of Zoetis, the largest global animal health company. Concepted and art direction lead for Pioneer - Corteva Agriscience, Zoetis, Trane, Rite-Hite.

BOB CREATIVE, CHICAGO | FREELANCE CREATIVE DIRECTOR | 09/2018 - 09/2019

Developed rebranding campaign for Meglei - Property Management, including logos, brand identity, UX/UI design for 8 distinct properties. Concepted for David James Group - Chicago, Meglei - American Property Management, Anna Cori - Shoes Production Co, IPPU - Labels Printing Co, Printco - Packaging Design Co, Beneva Foundation NGO, JANDL - Ad Agency, Bratislava, Slovakia.

RUSU+BORTUN, BUCHAREST, ROMANIA | CREATIVE DIRECTOR | 04/2017 - 09/2018

Led the creative department. Managed 50+ projects and provided creative direction for team of 10. Won the best ranking for an independent agency at Golden Drum - International Ad Festival, Slovenia. Concepted for Virgin Radio, Europa FM, Orange (Telecom), United Way, Mega Image, Deutsche Bank, ING Bank, Mandy Foods.

PUBLICIS, BUCHAREST, ROMANIA | GROUP CREATIVE DIRECTOR | 09/2014 - 04/2017

Led team of 6 including copywriters, art directors, and CGI designers. Assigned to lead on Winston, JTI, the agency's 2nd revenue account. Led the winning Ferrero pitch for all Kinder brands. Concepted and art direction lead for Granini, Ferrero - Kinder, VISA, JTI (Japan Tobacco Industries), The National Romanian Library, Skol Beer - Carlsberg, Totti Caffee - Strauss.

BBDO, BUCHAREST, ROMANIA | GROUP CREATIVE DIRECTOR | 12/2010 - 09/2014

Creative lead on Dacia Renault, SAB Miller, Wrigley. Led creative team of 5 and oversaw 10 art directors. Pitched and won SAB Miller - Ursus Beer account. Won Cannes Lion shortlist for "Like a boss" print/outdoor campaign for Capital, business newspaper. Concepted for Renault Group (Dacia Logan, Duster, Sandero) Petrom OMV, PepsiCo (Pepsi, Mirinda, Mountain Dew, Prigat, Lay's), Capital, Foreign Policy, Alka Seltzer, Mars (Mars, Snickers, M&M's), Marfin Bank, SAB Miller (Ursus), Ministry of Foreign Affairs, Prefera Foods, Romtelecom, BAT (British American Tobacco), Carlsberg Romania (Tuborg), Bayer.

GREY, BUCHAREST, ROMANIA | HEAD OF ART | 08/2007 - 12/2010

Led the art directors and graphic designers team. Won the first Cannes Lions shortlist in Outdoor for Eastpak. Won Cannes Lions shortlist in Media for Lenor by P&G. Created succesful campaign for P&G (Lenor, Ariel, Mr. Proper, Fairy, Blend-a-med), GSK (Parodontax, Coldrex, Sensodyne), Romtelecom, British American Tobacco (Pall Mall), Eastpak, Vodafone.

SKILLS

Hands-on creative direction/art direction across digital and traditional channels.

Overseeing creative development from concept to final delivery for clients.

Preparing, polishing and delivering presentations; pitching for new business.

Skilled in art direction, graphic design, illustration, typography, photo retouching, and film.

Directing external vendors (e.g. photo studio, video production, web developer).

Computer skills: Adobe (Photoshop, Illustrator, InDesign, XD, Animate), MS Office (Word, PowerPoint), Sketch.

Language skills: Fluent in English and Romanian.

AREAS OF EXPERTISE

360 Creative Ideation & Strategy. B2B and B2C. New Business Pitches. Crafted Art Direction. Graphic Design.

Storytelling. Typography. Multi-channel Brand Experience. Collaterals. Innovative Media. Trade Shows.

Experiential Design. Direct Marketing. Brand Engagements. Activations. Creative Content for Social Media.

UX/UI Skills. Presentations. Digital Video/TV Production. Retail & In-store. Branding and Identity. Digital and traditional illustration. Drawing. Photo Manipulation & Retouching. Visual Arts. Photography. Cinematography.

EDUCATION

BUCHAREST NATIONAL UNIVERSITY OF ARTS, ROMANIA

Master's Degree M.A. in Visual Arts | 2004

Bachelor's Degree B.A. in Graphic Arts | 2002

TRAININGS

MINDSCAPES TOOLS | 2014

Mindscapes creativity

SIT Thinking Tools | 2010

SIT Innovation - Systematic Inventive Thinking®

AWARDS & RECOGNITION

Member of Art Directors Club of Romania

Cannes Lions | 8 Shortlists | 2009, 2010, 2013

New York Festivals | 1 Bronze | 2014

CLIO Awards | 1 Shortlist | 2014

Eurobest | 1 Silver, 2 Bronze | 2009, 2013

Epica Awards | 1 Bronze | 2018

Effe Awards | 2009, 2010, 2013

Published in Lurzer's Archive | 10 ads

Published in 200 Best Digital Artists Worldwide 2018/19