

ROB SANTANGELO

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Concept ~ Creative Development ~ Creative Director

June 2017 • Cosgrove Associates-Creative lead

Acquisition/retention copy - e-mails, social, online content, scripts for video, conceive and write direct mail - Visa, Barclays, Sallie Mae, Chase, Upromise, JetBlue, American Airlines

Oct.-2016 • May-2017 Guiding Eyes for the Blind-Contract Marketing Content Manager Concept, create and write direct mail to constituents, Interview students to create community biographies, Strategized and created marketing calendars for social media, wrote articles for donor and development newsletters, strategized plans for marketing calendars.

May-2011 • Oct.-2016: The Leukemia & Lymphoma Society/Creative Director-Copywriter

Wrote communications for promising cancer advancements including immunotherapies, targeted therapies /precision medicines, Car-T therapies pre and post clinical trials before FDA approval Collaborated with key personnel on multi-channel marketing strategies for LLS brand.

Wrote monthly email calendars using engagement drivers such as events and current news.

Concepted/wrote campaigns for LLS's fundraising brand portfolio.

Wrote, interviewed, shot, and produced content video of leading researchers and patients.

Writing of social media promotions

Managed outside video and film vendors

Wrote, directed and produced a winning (\$100k grant) video for LLS's Travel Assistance Program

Wrote and produced an award winning info video to African Americans about multiple myeloma

Vision Creative Group, NYC ~ Associate Creative Director Strategy, concept, copy, design and execution for Integrated programs Acquisition and CRM, online promos, trade shows. Brands: Casio, Oceanic watches, Exilim digital cameras LL Bean, DeLonghi Kitchen Appliances, Humax Electronics, Panasonic Toughbook, Sharp Electronics, MasterCard, Synergy Bank

Ryan Partnership, Wilton, CT. ~ Executive Creative Director Acquisition, retention online and offline integrated promotions. DR broadcast, Mail, High Impact, Sweeps and Promotions Brands: Direct Mail, LL Bean, Pepcid, Claritin, Mylanta, Tylenol, Webster Bank, Lean Cuisine, Heineken, Amstel, Lever 2000, Dove, Shield, Caress, Norelco, Gevalia (Kraft), Fortis, Commonwealth Telephone,

J Walter Thompson Direct, NYC ~ Group Creative Director DR Print, Broadcast, Mail, Web, DR- Brands: Weight Watchers, Orkin, Bell Atlantic, Fidelity, KeyBank, Kodak, Sprint, Clairol, DeBeers, FTD, New Business

**High School of Art & Design / NYC Specialized Public High School
Full Scholarship - School of Visual Arts/NYC/BFA**