



**BOB TOMA**  
CREATIVE DIRECTOR/ART

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Award-winning Creative Director/Art with 20+ years of experience. Concepting for "BIG IDEA" integrated campaigns and building brands for holding companies or independent agencies. Hands-on creative, leading and mentoring creative teams, raising the bar in CRAFT. Skilled in Art Direction, Design, Typography and Illustration. "*CONCEPT NOW. CRAFT LATER*" being his motto. Besides advertising, a talented illustrator, curious photographer, Art museums tourist, music lover, big football fan, and 24/7 dad

**WORK**

- 7/2023 - PRESENT **ABBOTT LABS**, Chicago, IL  
**Creative Director/Art**  
Lead the creative on marketing and internal communication campaigns including digital, social media, events, PR, branding and corporate projects. Creative and art direction lead for new products launching campaigns across digital and traditional channels. Overseeing and directing creative teams. Preparing and delivering final presentation decks.
- 10/2022 - 7/2023 **BOB CREATIVE**, Milwaukee, WI  
**Freelance Creative Director/Art**  
Concepted and pitched for "Big Idea" integrated campaigns for global holding companies, independent agencies or directly for clients. Hands-on creative, oversaw the creative process from concepting to final delivery for clients. Delivered and presented final presentation decks. Directed and oversaw photo/video/print production. Clients: MERIT, IPPU, ZEPTO, DENTSU, G&A, and more
- 5/2022 - 10/2022 **SCIENCE & PURPOSE, OMNICOM HEALTH**, New York City, NY  
**VP, Associate Creative Director/Art**  
Concepted for integrated campaigns for HCP and DTC, including digital, social, collateral, tactical planning and activations. Led and managed creative team of 10. Clients: GILEAD - HEPCLUDEX, DESCOVY, VEMLIDY, TECENTRIQ
- 2/2021 - 5/2022 **AREA 23, AN IPG HEALTH COMPANY**, New York City, NY  
**VP, Creative Director/Art**  
Concepted for HCP and DTC. Running multiple brands from initial strategy through brief creation, creative and production. Leading and mentoring creative teams. Overseeing photo, video and print production. Clients: HORIZON THERAPEUTICS - KRYSTEXXA, TEPEZZA, SANOFI - SOLIQUA, LANTUS
- 9/2020 - 2/2021 **ABBOTT LABS**, Chicago, IL  
**Creative Director**  
Led the creative for marketing and internal communication campaigns including digital, social media, events, PR and other corporate projects. Art Direction lead for their new products launching campaigns across digital and traditional channels
- 9/2019 - 6/2020 **BADER RUTTER**, Milwaukee, WI  
**Creative Director**  
Led the creative for Pioneer - Corteva Agriscience, the agency 1st revenue account. Concepting and art directing for 360 campaigns. Directing and mentoring creative team of 5. Won the Zoetis Cattle brand pitch. Clients: PIONEER - CORTEVA AGRISCIENCE, ZOETIS, TRANE
- 9/2018 - 9/2019 **BOB CREATIVE**, Chicago, IL  
**Freelance Creative Director/Art**  
Concepted and pitched for "Big Idea" integrated campaigns for global agencies networks, small agencies, and directly with clients. Hands-on creative, overseeing the creative process from concepting to final client delivery. Directed and oversaw photo/video/print production. Clients: DAVID JAMES GROUP, MEGLEI, ANNA CORI, IPPU, PRINTCO, BENEVA FOUNDATION, JANDL
- 4/2017 - 9/2018 **RUSU+BORTUN**, Bucharest, Romania  
**Creative Director**  
Led all creative efforts. Hands-on creative leader for a team of 12. Managed 50+ projects. Clients: VIRGIN RADIO, EUROPA FM, ORANGE (TELECOM), UNITED WAY, MEGA IMAGE, DEUTSCHE BANK, ING BANK, MANDY FOODS
- 9/2014 - 4/2017 **PUBLICIS**, Bucharest, Romania  
**Group Creative Director**  
Assigned to lead the creative on Winston, JTI, the agency's 2nd revenue account. Led the winning Ferrero pitch including Kinder Bueno. Clients: GRANINI, FERRERO-KINDER, VISA, JTI (JAPAN TOBACCO INDUSTRIES), THE NATIONAL ROMANIAN LIBRARY, SKOL BEER-CARLSBERG, STRAUSS
- 12/2010 - 9/2014 **BBDO**, Bucharest, Romania  
**Group Creative Director**
- 12/2007 - 9/2010 **GREY WORLDWIDE**, Bucharest, Romania  
**Head of Art**

**SCHOOL**

- 2004 **MA, Master's Degree in Visual Arts** - The National University of Arts, Bucharest, Romania
- 2002 **BA, Bachelor's Degree in Graphic Arts** - The National University of Arts, Bucharest, Romania

**ACHIEVEMENTS**

**LURZER'S 200 BEST DIGITAL PHOTOGRAPHERS (2023), EPICA (2023), COMMUNICATION ARTS (2023), JUROR AT PHNX ADFORUM AWARDS (2023), D&AD (2022), CANNES LIONS (2009,2010,2013), CRESTA (2022), EPICA (2018,2022), CLIOS (2014), EUROBEST (2009,2013), NEW YORK FESTIVALS (2014), EFFIE (2009,2010,2013), GOLDEN DRUM (2018), ADPRINT (2009,2010), FIBRA (2017), LURZER'S ARCHIVE (10), LURZER'S 200 BEST DIGITAL ARTISTS (2018/19), MEMBER OF ART DIRECTORS CLUB ROMANIA**