

BOB TOMA

CREATIVE DIRECTOR | ART

MILWAUKEE, WI

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Fully Work Authorized
No Visa Sponsorship Required

Award-winning Creative Director/Art Director with more than 20 years of experience in advertising, concepting and building brands for global agencies or creative boutiques. Crossing from traditional to digital and in between, skilled in art direction and illustration, mentoring art directors and designers, hands-on creative and passionate for CRAFT. "Idea first, crafted execution later" is his approach in the creative process.

EXPERIENCE

VP CREATIVE DIRECTOR/ART **AREA 23/FCB HEALTH, NEW YORK CITY, NY** **02/2021 - PRESENT**
Concepting for integrated campaigns including TV, print, digital, social, collateral, tactical planning and activations. Lead and manage the art directors & designers team. Running multiple brands from initial strategy through brief creation, creative and production. Clients: Krystexxa, Tepezza - Horizon Therapeutics; Soliqua, Lantus - Sanofi

CREATIVE DIRECTOR/ART **ABBOTT LABS, LAKE BLUFF, IL** **10/2020 - 02/2021**
Concepted for marketing and communication campaigns including digital, social media, events, internal communication, PR and other corporate projects. Design and Art Direction lead for their new products launching campaigns

CREATIVE DIRECTOR/ART **BADER RUTTER, MILWAUKEE, WI** **09/2019 - 06/2020**
Concepted for integrated campaigns including digital and traditional for Pioneer Seeds - Corteva Agriscience, one of the most iconic agricultural brands in America. Art Direction lead for digital platforms, social media, direct mails, print and outdoor. Developed concepts for Trade Shows. Won the Zoetis Cattle pitch, subsidiary of Zoetis, the largest global animal health company. Clients: Pioneer - Corteva Agriscience, Zoetis, Trane, Rite-Hite

FREELANCE CREATIVE DIRECTOR **CHICAGO, IL, USA & EUROPE** **09/2018 - 09/2019**
Concepted and created the branding for Meglei - Property Management, including the identity for 8 distinct properties. Won Epica bronze for Beneva Foundation print/outdoor campaign. 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

CREATIVE DIRECTOR **RUSU+BORTUN, BUCHAREST, ROMANIA** **04/2017 - 09/2018**
Led the creative department by providing creative direction for team of 12. Managed 50+ projects. Won the best ranking for an independent agency at Golden Drum - International Ad Festival, Slovenia. Concepted for integrated campaigns for Virgin Radio, Europa FM, Orange (Telecom), United Way, Mega Image, Deutsche Bank, ING Bank, Mandy Foods

GROUP CREATIVE DIRECTOR **PUBLICIS, BUCHAREST, ROMANIA** **09/2014 - 04/2017**
Assigned to lead the creative on Winston, JTI, the agency's 2nd revenue account. Led the winning Ferrero pitch for all Kinder brands. Concepted for Granini, Ferrero - Kinder, VISA, JTI (Japan Tobacco Industries), The National Romanian Library, Skol Beer - Carlsberg, Totti Caffee - Strauss

GROUP CREATIVE DIRECTOR **BBDO, BUCHAREST, ROMANIA** **12/2010 - 09/2014**
Led the creative for Renault Dacia, SAB Miller, and Wrigley. Cannes Lion shortlist for "Like a boss" print/outdoor campaign for Capital, business newspaper. Concepted for Renault (Dacia) Petrom OMV, PepsiCo (Pepsi, Mirinda, Mountain Dew, Prigat, Lay's), Capital, Foreign Policy, Alka Seltzer, Mars (Mars, Snickers, M&M's), SAB Miller (Ursus), Ministry of Foreign Affairs, Romtelecom, BAT (British American Tobacco), Carlsberg Romania (Tuborg), Bayer

HEAD OF ART **GREY, BUCHAREST, ROMANIA** **08/2007 - 12/2010**
Led the art & design team. 2 x Cannes Lions shortlist. Clients: 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. 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

Effie Awards | 2009, 2010, 2013

Featured in Lurzer's Archive

Featured in 200 Best Digital Artists Worldwide 2018/19