



BOB TOMA
CD / ART

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SUMMARY

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

10/2022 - present

BOB CREATIVE, Milwaukee, WI
Freelance Creative Director / Art

Concepting and pitching for "Big Idea" integrated campaigns for global holding companies, independent agencies or directly with clients. Hands-on creative, overseeing the creative process from concepting to final delivery for clients. Directing and overseeing photo/video/print production. Clients: MERIT, IPPU, ZEPTO, DENTSU, 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 6. 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

Concepting and pitching 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. Directing and overseeing 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 for all Kinder brands. 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

Led the creative for Renault Dacia and SAB Miller. Cannes Lion shortlist for "Like a boss" campaign for Capital, business newspaper. Clients: RENAULT (DACIA) PETROM OMY, PEPSICO CAPITAL, FOREIGN POLICY, ALKA SELTZER, MARS, SAB MILLER, ROMTELECOM, BAT (BRITISH AMERICAN TOBACCO), CARLSBERG ROMANIA (TUBORG), BAYER

SCHOOL

2004

THE NATIONAL UNIVERSITY OF ARTS, Bucharest, Romania
MA, Master's Degree in Visual Arts

2002

THE NATIONAL UNIVERSITY OF ARTS, Bucharest, Romania
BA, Bachelor's Degree in Graphic Arts

AWARDS

DSAD (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**