

# BOB TOMA

CREATIVE DIRECTOR | ART


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 bobtoma

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## SKILLS

- Hands-on Creative Direction/Art Direction across traditional and digital channels
- Overseeing creative development from concept to final delivery for clients
- Pitching and winning new business
- Skilled in art direction, graphic design, illustration, typography, photo retouching
- Directing external vendors, photo/video studios, print production, web developers

Adobe Photoshop	● ● ● ● ●
Adobe In-Design	● ● ● ● ●
Adobe Illustrator	● ● ● ● ●
Adobe XD	● ● ● ● ○
Adobe Animate	● ● ● ○ ○
After Effects	● ● ○ ○ ○
Powerpoint	● ● ● ● ○

## AREAS OF EXPERTISE

360° Creative Ideation • CPG • Pharmaceuticals HCP/DTC • B2B and B2C • Healthcare • Automotive • Tourism • Non-Profit • Crafted Art Direction • Graphic Design • Storytelling • UI/UX • Typography • Multi-channel Brand Experience • Collaterals • Trade Shows/Events • Experiential • Direct Marketing • Creative Content for Social Media • Digital Video/TV Production • Retail & In-store • Branding and Identity • Digital and traditional illustration • Drawing • Photo Retouching • Photography • Identity&Branding

## EDUCATION

### Master's Degree, MA in Visual Arts

National University of Arts  
Bucharest, Romania, 2002 - 2004

### Bachelor's Degree, BA in Graphic Arts

National University of Arts  
Bucharest, Romania, 1998 - 2002

## AWARDS

**D&AD Awards** | Finalist (2022)  
**CRESTA Awards** | Finalist (2022)  
**EPICA Awards** | Finalist (2022), Bronze (2018)  
**CANNES LIONS** | 8x Finalist (2009, 2010, 2013)  
**New York Festivals** | Bronze (2014)  
**CLIO Awards** | Finalist (2014)  
**EUROBEST** | Silver, Bronze (2013), Bronze (2009)  
**EFFIE** | Gold, Silver, Bronze (2009, 2010, 2013)  
Featured in Lurzer's Archive (10)  
Featured in Lurzer's 200 Best Digital Artists Worldwide 2018/19  
Member of ADC of Romania

## SUMMARY

Award-winning Creative Director/Art with 20+ years of experience in advertising. Concepting for "Big Idea" integrated campaigns and building brands for global networks or independent agencies. Being hands-on creative, leading creative teams, mentoring art directors, and raising the bar in Craft. Skilled in art direction 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

## EXPERIENCE

10/2022 - PRESENT

### ● FREELANCE CREATIVE DIRECTOR /ART | MILWAUKEE, WI

Concepting and pitching for "Big Idea" integrated campaigns for global networks, small agencies, or directly with clients. Directing and overseeing photo/video production

05/2022 - 10/2022

### ● VP ASSOCIATE CREATIVE DIRECTOR/ART | S&P OMNICOM HEALTH, NYC

Concepted for integrated campaigns for HCP and DTC, including digital, social, collateral, tactical planning and activations. Led and managed the art directors & designers team. Clients: Gilead - Hepcludex, Descovy, Vemlidy, Tecentriq

02/2021 - 02/2022

### ● VP CREATIVE DIRECTOR/ART | AREA 23 IPG HEALTH, NYC

Concepted for integrated campaigns for HCP/DTC. Led and managed the art directors team. Running multiple brands from initial strategy through brief creation, creative and production. Overseeing the photo/video production  
Clients: Horizon Therapeutics - Krystexxa, Tepezza, Sanofi - Soliqua, Lantus

10/2020 - 02/2021

### ● CREATIVE DIRECTOR | ABBOTT LABS, CHICAGO, IL

Concepted for marketing and communication campaigns including digital, social media, events, internal communication, PR and other corporate projects. Art Direction lead for their new products launching campaigns

09/2019 - 06/2020

### ● CREATIVE DIRECTOR | BADER RUTTER, MILWAUKEE, WI

Concepted for integrated campaigns for Pioneer - Corteva Agriscience. Art Direction lead for digital platforms, social media, direct mails, print, outdoor and events. Won the Zoetis Cattle brand pitch. Clients: Pioneer - Corteva Agriscience, Zoetis, Trane

09/2018 - 09/2019

### ● FREELANCE CREATIVE DIRECTOR /ART | CHICAGO, IL

Clients: 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

04/2017 - 09/2018

### ● CREATIVE DIRECTOR | RUSU+BORTUN, ROMANIA

Led the creative department by providing creative direction for team of 12. Managed 50+ projects. Clients: Virgin Radio, Europa FM, Orange (Telecom), United Way, Mega Image, Deutsche Bank, ING Bank, Mandy Foods

09/2014 - 04/2017

### ● GROUP CREATIVE DIRECTOR | PUBLICIS, ROMANIA

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, Strauss

12/2010 - 09/2014

### ● GROUP CREATIVE DIRECTOR | BBDO, ROMANIA

Led the creative for Renault Dacia and SAB Miller. Cannes Lion shortlist for "Like a boss" print/outdoor campaign for Capital, business newspaper. Clients: Renault (Dacia) Petrom OMV, PepsiCo Capital, Foreign Policy, Alka Seltzer, Mars, SAB Miller, Romtelecom, BAT (British American Tobacco), Carlsberg Romania (Tuborg), Bayer