





# BOB TOMA

CREATIVE DIRECTOR | ART  
MILWAUKEE, WI

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Fully Work Authorized  
Green Card Holder

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Award-winning Creative Director/Art Director with more than 20 years of experience in advertising, concepting and building brands for global network or independent agencies. 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. Besides advertising, a meticulous illustrator, curious photographer, traveler, big soccer fan, and a 24/7 dad.

## EXPERIENCE

**VP ACD/ART** **SCIENCE AND PURPOSE/OMNICOM HEALTH, NYC, NY** **05/2022 - PRESENT**  
Concepting for integrated campaigns including digital, social, collateral, tactical planning and activations. Lead and manage the art directors & designers team. Clients: Gilead - Hepcludex, Descovy, Vemlidy, Tecentriq

**VP CREATIVE DIRECTOR/ART** **AREA 23/IPG HEALTH, NYC, NY** **02/2021 - 02/2022**  
Concepted for integrated campaigns including TV, print, digital, social, collateral, tactical planning and activations. Led and managed the art directors & designers team. Running multiple brands from initial strategy through brief creation, creative and production. Clients: Horizon Therapeutics - Krystexxa, Tepezza; Sanofi - Soliqua, Lantus

**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 for Pioneer - Corteva Agriscience, one of the most iconic agricultural brands in America. Art Direction lead for digital platforms, social media, direct mails, print, outdoor and events. 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**  
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

**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. Clients: 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 and SAB Miller. Cannes Lion shortlist for "Like a boss" print/outdoor campaign for Capital, business newspaper. Clients: Renault (Dacia) Petrom OMV, PepsiCo (Pepsi, Mirinda, Mountain Dew, Prigat, Lay's), Capital, Foreign Policy, Alka Seltzer, Mars, 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**  
Clients: P&G (Lenor, Ariel, Mr. Proper, Fairy, Blend-a-med), GSK (Parodontax, Coldrex, Sensodyne), Romtelecom, British American Tobacco (Pall Mall), Eastpak, Vodafone.

## SKILLS

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- 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

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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

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### 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

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### MINDSCAPES TOOLS | 2014

Mindscales creativity

### SIT Thinking Tools | 2010

SIT Innovation - Systematic Inventive Thinking®

## AWARDS & RECOGNITION

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D&AD Awards | 1 x Finalist | 2022

CRESTA Awards | 1 x Finalist | 2022

Cannes Lions | 8 x Shortlists | 2009, 2010, 2013

New York Festivals | 1 x Bronze | 2014

CLIO Awards | 1 x Finalist | 2014

Eurobest | 1 x Silver, 2 x Bronze | 2009, 2013

EPICA Awards | 1 x Bronze | 2018

EFFIE Awards | 2009, 2010, 2013

Featured in Lurzer's Archive

Featured in 200 Best Digital Artists Worldwide 2018/19

Member of Art Directors Club of Romania