

# ROBERT GOTTENBOS

WWW.ROBERTGOTTENBOS.COM

## EDUCATION

2013  
**BACHELOR OF SCIENCE**  
Los Angeles Film School | Hollywood, Ca  
Film Production

2010  
**ASSOCIATE BUSINESS ADMIN**  
College of the Canyons | Valencia, Ca

## ACCOLADES

2023  
**CALIFORNIA PRESS AWARD//**  
LAYOUT & DESIGN

2022  
**GOLDEN FILM AWARD//**  
BEST ADVERTISEMENT

2021  
**TEXAS HORROR FILM FESTIVAL//**  
1ST PLACE | BEST COLOR

2019  
**FLICKR AWARD//**  
BEST EDITORIAL PHOTOGRAPH

2019  
**ROLLING STONE//**  
MAGAZINE ARTICLE MENTION

## PAST PROJECTS

**DIAMOND SOFA//**  
Print & Web Ad Design

**J.COLE X PUMA//**  
Dreamers Campaign

**CAPSTONE PICTURES//**  
"Lockdown" Movie Poster

**LEGENDS//**  
Luka Restock Campaign

**JUMPMAN23//**  
Flight Facilities Launch

**GODADDY//**  
Project Backboard Campaign

**PLAYSTATION NETWORK//**  
"A Man's Best Friend"

**LIQUID DEATH//**  
GoPro Troll Campaign

**ELYSIUM HEALING//**  
Brand Launch

**THE DEPBOYS//**  
Brand Launch

**RONIN FACTORY//**  
.50 Cal Bullet campaign

**PSD UNDERWEAR//**  
Marcus Peters MP Juiceman Campaign

**BEASTMODE//**  
High Altitude Training Mask Campaign

**HI-FEX//**  
Website Design

## CONTACT INFO

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Los Angeles, Ca

Robert Gottenbos



## WHO IS ROBERT GOTTENBOS?

Recognized for innovative marketing strategies, earning industry accolades. With a keen eye for detail and a passion for storytelling, I offer exceptional value to any organization seeking a visionary leader to elevate their brand and captivate their audience.

## EXPERTISE

Planning	████████	Budgeting	████████
Management	████████	Design	████████
Strategy	████████	Media	████████
Marketing	████████	Writing	████████
Creativity	████████	WebDev	████████

## JOB EXPERIENCE

**CHIEF CREATIVE OFFICER** Jan 2023 - Present  
Hollywood International Filmmaker Magazine//

- KEY RESPONSIBILITIES**
- + In charge of brand standards & design as well as visuals across Print & Web platforms.
  - + Providing creative support for the HIFM Business Team, Writers & Design Leads everything from creative conceptualing, strategy and marketing support to visual design, interactive design and art direction.

- ACCOMPLISHMENTS**
- + Developed a modern and visually striking magazine layout that received positive feedback from readers and contributed to a 15% decrease in overall labor time for designers
  - + Redesigned the magazine's website, improving user experience and increasing traffic by 25%.

## JOB EXPERIENCE CONT.

**CREATIVE DIRECTOR** Jul 2012 - Present  
The Los Angeles Media Factory LLC//

- KEY RESPONSIBILITIES**
- + Launching special projects & campaigns for companies such as: Legends, Beastmode, Nike, Puma, Maserati, GoDaddy, At&t, Budweiser, Canva, & more.
  - + Branding and rebranding an array of different clients, starting with strategizing the story that needs to be presented. From creating a logo and conceptual tagline to strategizing what specified deliverables are required considering budget and timelines.
  - + Helping clients achieve KPI goals, teaching how marketing today works, building creative strategies that adhere to the brand.
  - + Creating Responsive Web-Sites utilizing UX research and UI Design compliant to AODA rules, while still keeping the design fresh and responsive.
  - + Lead Art Director & DP for all digital/motion commercial campaign assets.
  - + Off-Line Advertising: Trade Publications Ads, Packaging, POP/POS, POP-UP Retail.
  - + Events, Broadcast, Loyalty and Reward, Guerilla Marketing, Shopper Marketing & In-Store Promotions.
  - + Experiential Marketing & Integrated Campaigns.
  - + Building new brands and launching special projects & campaigns for companies such as: Legends, Beastmode, Nike, Puma, Maserati, GoDaddy, At&t, Budweiser, Canva, & more.

- ACCOMPLISHMENTS**
- + Achieved a 30% Increase in Brand Awareness: Led a comprehensive rebranding initiative for a major client, resulting in a 30% boost in brand awareness within the first quarter of the campaign launch.
  - + Generated \$2 Million in Sales from Experiential Marketing: Conceptualized and executed an experiential marketing campaign that directly led to \$2 million in sales revenue, showcasing the ability to translate creative concepts into tangible profits.
  - + Exceeded KPIs by 25% in Multi-Channel Campaigns: Developed and executed integrated campaigns for diverse clients, consistently surpassing KPIs by an average of 25% through strategic targeting and compelling messaging.
  - + Reduced Website Bounce Rate by 20%: Revamped client websites with UX-focused design enhancements, resulting in a significant 20% reduction in bounce rates and an improved user experience.
  - + Directed Successful Digital/Motion Campaigns for 10+ Major Brands: Spearheaded the creation of digital and motion assets for campaigns involving over 10 major brands, achieving high engagement rates and positive customer feedback.
  - + Drove 40% Foot Traffic Increase Through POP-UP Retail: Strategically designed and executed a pop-up retail experience that drove a 40% increase in foot traffic to the physical store, resulting in boosted sales.
  - + Launched 5 New Brands to Market Success: Successfully introduced and established five new brands, generating a combined total of \$8 million in revenue within their first year of launch.

## JOB EXPERIENCE CONT.

**CREATIVE DIRECTOR** Mar 2022 - Sep 2022  
Dr.Care International//

- KEY RESPONSIBILITIES**
- + Inspiring and managing the design team to be the best they can be, by offering insights and best practices.
  - + In charge of overseeing and approving creative concepts while ensuring they align with our company's brand.
  - + Maintaining our brand identity and delivering impactful content to our customers.
  - + Hiring, supervising freelancers to back up the in-house design team.
  - + Specializing in all things digital including Digital Strategy, Website design (UX/UI), Digital Advertising, Print, Branding, Off-Line Advertising, Video, Email Marketing.
  - + Adhere to project budgets
  - + Oversee and facilitate creative meetings with the CEO and the creative team.

- ACCOMPLISHMENTS**
- + Spearheaded a rebranding initiative, resulting in a cohesive and refreshed visual identity across all marketing materials, contributing to a 900% increase in sales and increase in brand awareness.
  - + Developed comprehensive creative content strategy, encompassing holiday social posts, blogs, 'Fact of the Week,' and various marketing and advertising materials.

**MEDIA DIRECTOR** Feb 2018 - Dec 2021  
Veniceball//

- KEY RESPONSIBILITIES**
- + Collaborate with the sponsors and partners to activate media elements of agreements and deliver value to sponsors.
  - + Cultivate and maintain relationships with journalists, media outlets, and key influencers to ensure positive and consistent media coverage.
  - + Oversee the production of high-quality content, including videos, articles, social media posts, and graphics, to engage fans and showcase the team's brand.
  - + Ensure the team's brand guidelines are followed consistently across all media and communication channels.
  - + Manage the media department budget, allocate resources effectively, and report on the return on investment for media initiatives.

- ACCOMPLISHMENTS**
- + Developed highly engaging media content and innovative strategies that significantly contributed to attracting new sponsors. Succeeded in securing sponsorships for the team by incorporating their logos and branding into the content I created.
  - + Successfully collaborated on crafting persuasive pitch decks for charity events, driving increased sponsorship and donation support. Played a key role in securing funding from sponsors to maximize the impact of charity initiatives.