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EXPERIENCE

Freelance - Creative Director & Art Director - Durham, NC: June 2017 – Present

- Over 16yrs of conceptual thinking, art direction, and design experience for campaigns ranging from traditional media and video to social campaigns & strategy, branded content, and experiences.
- Perfect for those in need of a mature creative swat team you can drop in, execute without hand-holding, and deliver sharp ideas, thinking, and leadership.

Clients // McKinney • Mythic • Bernstein Reign • ioStudio • MetLife • Army National Guard • NAPA Auto Parts • MAACO • Smile Direct Club • Car Gurus • Primo Water • Greenworks

VGCA - Partner & Executive Creative Director - Durham, NC: June 2017 – Present

- Managing partner of all creative initiatives, campaigns, strategies, and executions.
- Works directly with our Executive Content Director to concept, plan and execute all video and photography content.
- Works directly with our Director of Accounts to manage client relationships, seek out new business opportunities and strategize growth initiatives.
- Manage all creative talent and team budgets to deliver all project deliverables within the scope and on budget.
- Created a nationwide network of creative talent to develop, produce, and deliver an elevated product beyond what the local market could deliver.
- Integral in seeking out new clients, developing new business pitches, and onboarding.

Clients // UNC-TV • FlexRadio • Tego Data • PEAK Baselayers • Decked Storage System • Flatwater Foundation • Team I Hate Cancer • Indera Mills • Aspire Allergy & Sinus • GR8 People

MullenLowe - Creative Director - Winston-Salem, NC: June 2014 – 2017

- Co-lead creative for both the North Carolina Lottery and Pep Boys accounts with a team of 8 creatives.
- Lead the production of monthly TV, digital, and print campaigns for the NC Lottery.
- Oversaw photo shoots for products, print campaigns, on location, and conceptual executions for both Pep Boys and NC Lottery.
- Participated in multiple new business pitches as a Creative Director, AD, and Designer.
- Strong presenter and the natural ability to establish great relationships with clients.

Clients // The North Carolina Lottery • Pep Boys • ADP • Dynamax Medicine Balls • The Paper Council • Capri Sun • Burger King

ioStudio - Group Creative Director - Nashville, TN: 2012 – 2014

- Lead the ioStudio Creative department. A team of 20 creatives including Art Directors, Writers, Designers, Developers, Director, Photographer, Editors, Illustrator, Producers, and Digital/Motion Graphics Artist.
- Created and managed the creative for digital, broadcast, outdoor, print, and alternative.
- Lead The Army National Guard's dot com account.
- Lead large digital application builds for the U.S. Chamber of Commerce and AMYNG
- Lead all new business pitches and maintained strong relationships with clients.
- Presented strategy, direction, and creative to clients, sponsors, and policymakers.
- Integral in managing relationships with partner agencies and outsourced talent.

Clients // The National Guard • Hiring our Heroes (US Chamber of Commerce) • Mid. TN Lumber • CMT • WWF • Second Harvest • GX Magazine • Semper Fi Fund • Nissan

Possible - Sr. Interactive Art Director - Austin, TX: 2008–2012

- Lead digital marketing efforts for Dell products, sales events, and launch campaigns.
- Concepted integrated campaigns, email, interactive experiences, and rich media campaigns for global and regional product launches.
- Launched 10 new Dell products ranging from phones, tablets, laptops, software, and software services.

- Launched a new line of Alienware gaming laptops to the gaming market.
- Developed digital concepts for Dow Chemical London Olympic Games sponsorship.
- Responsible for a team of 10 designers, writers, art directors, developers, and UX.

Clients // Dell • Alienware Computers • HomeAway • Reliant Energy • Dow • Pimco Financial

GSD&M - Art Director - Austin, TX: 2004–2008

- Responsible for concepting and executing print, outdoor, broadcast, and alternative creative for numerous clients
- Involved in the launch of The New AT&T. The campaign was called “Your World. Delivered”. Executed numerous TV spots focused on the brand & the Cingular merger.
- Concepted, executed, and managed the online campaign “At&t Home Turf”, cribs for Athletes who use AT&T.
- Extended the famous Kohler campaign through concepting and art directing highly conceptual photoshoots and commercials

Clients // AT&T • BMW • Walmart • Hallmark • Kohler • EX Anti-Smoking Campaign • The Onion

EDUCATION

Got weird @ The Creative Circus - Atlanta, GA - Art Direction Degree

Honed my eye for detail @ Art Institute of Dallas - Dallas, TX - Design Degree

**Discovered my passion for conceptual thinking @ Southern Methodist University “SMU” - Dallas, TX -
Bachelor of Arts & Advertising Degree**

EXTRA GOODNESS

- **Co-founder of Dam That Cancer** - Sparked from a conversation on a couch and the diagnosis of a friend’s dad we created this premier fundraising event, Dam That Cancer in Austin, TX. A 21-mile stand-up paddle event where each year 150+ participants help raise over \$1 million dollars. So far we’ve raised more than \$5 million dollars, over the

past 11 years. This cornerstone event in the Austin community led to the creation of **The Flatwater Foundation** whose mission is to help families coping with a cancer diagnosis receive the counseling needed to fight together.

- **Board Member of the Forsyth County Mental Health Association** - Responsible for strategizing fundraising efforts, budgeting, marketing, and brand perception. Creative Director for the annual Sound Minds Music Festival.
- **Flatwater Challenge Participant** - Every two years a select family of standup paddlers adventure across a select body of water to conquer an extreme paddling challenge raising funds for families coping with a cancer diagnosis. So far we've paddled 72 miles around Lake Tahoe, and 100 KM through Icelandic waters. The next trip is through the desert and down the Colorado river in August.
- **Team I Hate Cancer Partner** - The infamous Walsh brothers founded this amazing group of dedicated cyclists and support, I just came in to help make them loud. As the creative director for this group, we've taken a no-boundaries approach to promoting their mission and adventures. They go big and far with their adventures and I and my team are there to capture and broadcast them to the world.