

# ROB ALLEY

*Creative Leader, Director & Strategist*

[www.roballey.com](http://www.roballey.com)

## Overview

**Visionary creative leader** with a proven track record in brand marketing, strategy and mentorship. Conceptual storyteller with a relentless passion for creating work that connects emotionally through compelling stories and intuitive design experiences. Deep understanding of brand and product and the co-dependent relationship existing between them.

**Award-winning portfolio** of work spans diverse markets and industries from campaign marketing to retail/shopper marketing for both B2C and B2B. Expert knowledge and experience in the technology, automotive and entertainment businesses.

**Exceptional communication skills** presenting ideas, stories and experiences to internal teams, clients and larger audiences. Forged strong client relationships that resulted in new and repeat business opportunities.

**Entrepreneurial leader** who has managed multi-disciplinary teams of 40+ professionalst with an unwavering dedication for building and training creative departments across multiple verticals, offerings and channels. Balances leadership with hands-on abilities, working collaboratively with team members and departments to deliver bar-raising solutions from concept to completion.

## Experience

### PRESENT

Creative Consultant | Los Angeles, San Francisco, Chicago

### 2012 - 2014

VP, Executive Creative Director | Midnight Oil, Burbank, CA

### 2011 - 2012

Group Creative Director | mOcean, Los Angeles, CA

### 2010 - 2011

Creative Director | MRM / McCann Erickson, San Francisco, CA

### 2008 - 2010

Senior Human Interface Designer | Palm, Inc., Sunnyvale, CA

### 2005 - 2008

Associate Creative Director | The Designory, Long Beach, CA

### 2004 - 2005

Interactive Creative Director | Reynolds and Associates, Los Angeles, CA

### 2000 - 2003

Art Director/Designer | Genex, Los Angeles, CA

## Clients

Activision, Amnesty International, Acura, Asus/ROG, BAX Global, Best Western, CitiStreet, Deep Silver, DirecTV, Disney-ABC Television Group, DreamWorks Animation SKG, Fox Television Studios, General Motors, Honda, Intel, Google, Los Cabos-Mexican Tourism Board, Microsoft, Nissan, Nissan-Infiniti, Palm, Inc., Radio Disney, Inc., Sony Connect, Sonos, Sony Pictures, Square Enix, The Walt Disney Internet Group, Twentieth Century Fox Film Corp., Walt Disney Motion Pictures, Warner Bros. Studios, Ubisoft and Wells Fargo

## Education

### Illinois Institute of Art, Chicago Media Arts & Animation

- President's List
- Dean's List
- Honor's List

### University of Illinois, Urbana-Champaign Bachelor of Science: Advertising

- Fighting Illini Big Ten Gymnast

## Contact

[rob@roballey.com](mailto:rob@roballey.com)  
415.680.8022

## *Accolades & Recognition*

### **2014 Game Marketing Awards**

- Marketing Agency of the Year
- Gold, Best Retail Marketing Campaign, Skylanders SWAP Force, Activision
- Gold, Standout Overall POP Display, Skylanders SWAP Force Walmart Portal Inline, Activision
- Silver, Best Cool Sh\*t, Kingdom Hearts HD Walls of Awesome Launch Event, Square Enix
- Silver, Standout Overall POP Display, Skylanders SWAP Force Toys R Us Pre-Sell Display, Activision
- Silver, Best Website for a Product, Saints Row IV Infographic, Deep Silver
- Bronze, Best Retail Marketing Campaign, Saints Row IV Retail Marketing Campaign, Square Enix/Deep Silver
- Bronze, Standout Overall POP Display, Tomb Raider Character Standee, Square Enix

### **2013 CLIO | Key Art Awards**

- Gold, Monsters University Theatrical Character Standee, Walt Disney Studios Motion Pictures International
- Gold, The Croods Motion Poster, Dreamworks Animation SKG / Twentieth Century Fox Film Corporation
- Bronze, Frozen Theatrical Standee, Walt Disney Studios Motion Pictures
- Bronze, The Croods Lenticular Poster, Dreamworks Animation SKG / Twentieth Century Fox Film Corporation

### **2013 Effie Awards**

- Bronze, New Product / Service Introduction, Rocksmith The Authentic Music Game Introduction, Ubisoft

### **2013 Game Marketing Awards**

- Gold, Best Retail Marketing Campaign, Tomb Raider, Square Enix
- Silver, Best Retail Marketing Campaign, Skylanders Giants, Activision
- Silver, Best Trade Collateral, Family Guy Manager Mailer, Activision
- Bronze, Best Retail Marketing Campaign, Assassin's Creed 3, Ubisoft

### **2013 Game Connection Awards**

- Gold, Best Overall Campaign, Skylanders Giants, Activision
- Gold, Best PR Campaign, Far Cry 3, Ubisoft
- Gold, Best Mobile Marketing Campaign, Tomb Raider Scavenger Hunt, Square Enix
- Gold, Best Marketing Team, Midnight Oil

### **2010 Intel Creative Innovation Awards**

- IDF 2010 San Francisco

### **2009 Consumer Electronic Show**

- Best in Show, Palm Pre
- Best Smartphone, Palm Pre
- People's Choice, Palm pre

### **2007 Webby Awards**

- Official Honoree, Nissan Altima Microsite

### **2000 Don Belding Award for Creative Achievement**

- 2000 Acura MDX Vehicle Section