

Roberto Santellana  
VP, Senior Creative Director

## RESUME

233 Kent Ave #1, Brooklyn, NY 11249

**P** 512 565 0642

**E** RSantellana@gmail.com

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

## WORK HISTORY

**VP, Senior Creative Director for M:United, MRM//McCann and McCann World Group**  
New York city, New York  
2013-Present

### Client Work

Microsoft Commercial Cloud  
Microsoft Consumer  
U.S. Army  
International House of Pancakes  
Zurich Insurance  
Mastercard

### New Business Initiatives

Nikon  
Res Med  
J.P. Morgan  
Fanny Mae  
Mastercard

In 2013, I was brought to the McCann World Group by MRM//McCann to focus on transforming the agency and to work with CCO Anthony Yell on integrating MRM//McCann more effectively into the World group stable of agencies which include McCann Erickson, Weber Shandwick, Momentum, Craft, UM, Future Brands, Casanova and Carol H.

The goal was to build a process, teams and a model which was more digitally centric and more digitally integrated to offer our clients a network brand customer experience team . This ultimately led to the creation of M:United, an internal agency specifically designed to handle all of Microsoft's work. This success of this approach has lead to the creation of new specialized agency teams for our clients.

In my role, I worked on helping to build M:United and now oversee teams to deliver work for our Microsoft client across their Consumer and Commercial business groups.

In addition, to my focus on Microsoft, I also established new digitally centric methods and working models within MRM//McCann across our accounts.

Over the last two years, as a leader at MRM//McCann and M:United I have contributed to winning significant pieces of new business for our world group teams. Working closely with our partner agencies, I have been part of winning new business for Microsoft, U.S. Army, Zurich, Res Med, Mastercard, USPS, and International House of Pancakes.

## WORK HISTORY

**Creative Director for Blast Radius**  
Seattle, Washington and New York city, New York  
2010-2013

### Client Work

Levi's  
Starbucks  
Castrol Oil

Movies on Demand  
Novartis  
Danone Yogurt  
The Weather Network  
Nike  
Lulu Lemon  
Aol  
Microsoft

I was hired by Blast Radius to help them start their Seattle office and lead the creative team. We started with a team of four and over the next 2 years grew to a team of sixty-five with a diverse range of clients. In that time I helped hire the creative team, the technology team, the strategy team and the project management team. I was also working closely with our Vancouver office to help strengthen the overall work and offerings of our agency on the West and East coast.

Part of that effort involved me pitching new work to help our agency grow and in the process travelled across our global network to meet and present our ideas to clients.

I was also part of helping to develop an incubation and creative collaboration series at the office that kept our teams highly engaged in each other's work, aware of the trends in the industry, exposed them to creative methodologies and creative critiques. The result was a team that worked better together and who were more invested in their work. It also gave junior team members the ability to learn more from each discipline.

Over the last year I have been in the New York office overseeing the Levi's, Castrol and Movies on Demand accounts.

On the Levi's global account, I have been working closely with the Wunderman network to deliver highly creative campaign and site design work.

On Castrol I have been working to create the global brand platform idea that Castrol will use for the next 3-5 years as well as full 360 experience around the big idea.

For Movies on Demand I have been working to develop a new social strategy and seasonal creative executions that strengthen the connection between Movies on Demand and their customers.

Overall my time at Blast Radius has been exceptional and I am very proud of what I have accomplished during my time with the agency. The passion, creativity and intelligence of the agency was something I found inspiring and exhilarating but I am not ready to pursue new opportunities and work with a new group of talented people.

## **WORK HISTORY**

**Freelance Art Director for VML**  
**Seattle, Washington**  
**2009-2009**

### **Client Work**

Xbox  
Microsoft

While at VML I worked as a freelance Art Director focused on a variety of Xbox and Microsoft projects. I worked closely with Shane Alderton and Jeremy Shutte, executive creative directors at VML with whom I helped lead client engagements, lead creative teams across disciplines and pitch new business initiatives.

## WORK HISTORY

**Art Director for Ascentium Corporation**  
**Seattle, Washington**  
**2008-2009**

### Client Work

Washington Tourism  
Windows Mobile  
Verizon  
T-mobile  
Microsoft  
Microsoft Business Intelligence  
Virgin Health Miles  
Match.com  
Ascentium Marketing Campaigns  
Ascentium Strategic development and positioning

While at Ascentium I was a Senior Art Director and ultimately Associate Creative director.

My duties included developing, conceptualizing and communicating creative ideas. Working with clients to develop strategic plans that solved their business goals through innovative and fresh creative solutions.

Presenting these ideas to the team and to clients. Delegating and directing team members on project goals and deliverables. I Directed photographers, photo shoots, flash designers, and post production artists. I also worked to produce storyboards, comps, and initial graphic concepts, as well as ensure the quality of deliverables.

I worked closely with UX, IA, Developers and Content Strategists to realize new and creative ways of approaching work.

I also worked on fostering an elevated, design-minded environment through the exchange of current and historical design theories, practices and trends. This was achieved through critical discussion and a hands on practice of design methodologies.

Additional duties included developing advertising and design concepts for internal business goals. Working with the marketing team to realize the future vision of the corporation. Assisting in the plan and the strategy for brand transformation for presentation to the company and public.

## WORK HISTORY

**Senior Art Director for Microsoft Zune and Xbox**  
**Seattle, Washington**  
**2006-2008**

### Client Work

Zune Site Designs  
Zune Branding  
Zune Marketplace (now the xbox marketplace)  
Zune Social Site experience

Zune Media Card  
Zune user interface  
Zune Product design  
Zune Marketing materials

While working on the initial creation of the Zune product at Microsoft, I was a Senior Art Director working closely with a diverse group of disciplines to envision and construct every property and touch point needed for the full Zune product experience.

To achieve the full scope of our initiative, I worked closely with the Product design team, the digital team, the Public Relations team, the User Experience team, the marketing team, the branding and advertising team, the music supervision team and the social team.

## **WORK HISTORY**

**Senior Art Director for BAH! Design**  
**Austin, Texas**  
**2005-2006**

### **Client Work**

Austin Shakespeare Festival  
State of Texas Wine Commission  
Hyde Park Bar and Grill  
Women and their Work Art Gallery  
Vickmay Skin and Body Spa  
Go Texan Wine  
Brennan Vineyards  
James D. LaRue Architecture Design

I served as senior designer for BAH Design and my duties included developing, conceptualizing and communicating creative ideas for TV, print, branding, digital and radio.

I worked closely with the creative director to develop a strategic plan that solved business goals through innovative and fresh creative solutions.

Additional duties included directing photographers, photo shoots, flash designers, and post production artists and working closely with clients.

## **ACADEMIC HISTORY**

**The Creative Circus School of Advertising and Design**  
Advanced placed into the Art Direction Program  
Two-year Advertising Technical School

**Texas State University Communication Design Program**  
Bachelors of Communication Design

**The University of Texas at San Antonio**  
Associate Psychology Degree

## REFERENCES

### **Anthony Yell**

Chief Creative Officer Sapient Nitro

415.637.6096

### **Rob Katzenstein**

Creative Director for Goodby Silverstein

312.523.8553

### **Michael Howatson**

Executive Creative Director Sapient Nitro

604.512.9027

Roberto Santellana  
VP, Senior Creative Director

THANK YOU

233 Kent Ave #1, Brooklyn, NY 11249

**P** 512 565 0642

**E** [RSantellana@gmail.com](mailto:RSantellana@gmail.com)

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