

# Rob Roberts

1707 Kilbourne Pl, NW Apt 2 / Washington, DC 20010  
919-360-4800 / rob@roboberts.net / roboberts.net

## PROFESSIONAL EXPERIENCE

### ***Freelance Digital Communications Consultant, Washington, DC, June 2016-present***

Provided digital communication and advertising strategy for clients in renewable energy and conservation fields. Developed organic and paid digital strategies to boost engagement and raise visibility on key issues. Implemented communications campaigns and provided technical assistance.

#### *Highlights:*

- Developed digital strategy to support construction of a major wind energy transmission project in the Midwest. Provided content, advertising, and list-building tactics and support.

### ***Adjunct Professor, American University, Washington, DC, Jan 2009-present***

Served as instructor for undergraduate and graduate courses in audio and video production, digital communications and writing. Developed syllabi and provided instruction in principles of video, photography, audio, reporting, writing and storytelling skills.

#### *Highlights:*

- Served as instructor for capstone documentary video course for graduate students.
- Former students highly sought after and working at organizations like Washington Post, CNN, ABC News, Fox News and PBS NewsHour.

### ***Digital Principal, Smoot Tewes Group, Washington, DC, November 2014 – May 2016***

Led digital team at top-tier DC political consulting firm. Provided creative services, digital advertising, grassroots list building, and overall digital strategy for a wide variety of clients in renewable energy, conservation, and campaign finance reform. Responsible for business development and client relations.

#### *Highlights:*

- Developed digital strategies encompassing content creation, online advertising plans, social media strategies, and social media plans for national, regional and state-based efforts.
- Conceived and managed the development of websites and video content for energy and environmental clients.

### ***Director of Digital Strategy, U.S. Department of Energy, August 2012 –September 2014***

Oversaw total digital presence for cabinet-level agency, including agency flagship site energy.gov and associated social media properties. Managed multi-million-dollar budget and supervised team of editors, developers and multimedia specialists. Realized significant savings of taxpayer dollars by consolidating department web presence and leading transition from proprietary systems to open-source solutions. Led agency's Federal Digital Strategy efforts to streamline operations, provide open data, and increase government access and transparency.

#### *Highlights:*

- Tripled Energy.gov web traffic and significantly expanded agency social media presence, including establishing first Secretary of Energy Twitter account (@ErnestMoniz).
- Led effort to make Energy.gov the first cabinet-level fully responsive, mobile-friendly website.
- Successfully migrated more than 20 program and staff offices to a single open-source platform, hosting more than 60,000 pieces of content and nearly 200 active users.

***Senior Program Manager, Rock Creek Strategic Marketing, July 2011-August 2012***

Developed and supervised implementation of communication and digital media strategies for commercial, government, and nonprofit clients. Led teams of designers, developers, and strategists in developing websites, social media campaigns, multimedia applications, and print collateral. Developed content strategies, and produced social media messaging, print and email copy.

***Highlights:***

- Produced live web broadcast and developed digital media strategy for State Department event on encouraging entrepreneurship among woman in developing nations, moderated by Nicholas Kristof and featuring Secretary Hillary Clinton.
- Developed and oversaw implementation of branding and digital strategy for Gates Foundation-funded education consortium Activate Ed.

***Digital Producer, White House Office of Digital Strategy (contract), Sept. 2009-July 2011***

Provided on-site editorial, training and technical services for White House Office of Digital Strategy. Worked with client to transition WhiteHouse.gov from proprietary system to an open-source Drupal environment. Coordinated migration of subsites and led training in new CMS for staff. Developed and created new media content and features.

***Highlights:***

- Part of team to relaunch WhiteHouse.gov on open-source platform.
- Helped implement campaigns and mechanisms for transparency and citizen participation, including releases of White House visitor records and citizen petition platform.

***Senior Video Editor, USA Today, McLean, VA, July 2008-Sept. 2009***

Served as lead editor for reporter, photographer and freelance video content for the nation's largest newspaper. Managed daily flow of all video content on the USA Today website. Produced, shot and edited video content for the newsroom and in the field.

***Highlights:***

- Coordinated video efforts to support coverage of the 2008 election, including interactive debate features, election night coverage, and live video streaming of Presidential inauguration.

***Multimedia Producer, News & Observer, Raleigh, NC, Aug. 2006-July 2008***

Developed video, audio and multimedia projects for daily newspaper. Served as lead multimedia producer for ACC sports. Developed cross-platform content, provided video coverage of games and produced weekly video podcast.

***Highlights:***

- Multimedia producer for award winning reporting on exoneration of wrongfully convicted man who spent 17 years in prison.
- Led multimedia and video coverage of ACC and NCAA men's basketball tournaments, including North Carolina's trip to Final Four.

**EDUCATION**

***University of North Carolina at Chapel Hill, 2003-2005***

Master of Arts in Journalism and Mass Communication: Focus in Multimedia Journalism

Institute for Science Learning Fellowship with full tuition

***University of Utah, Salt Lake City, UT, 1992-1995***

Bachelor of Arts in English, Bachelor of Arts in Political Science