

Rob Roberts

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A proven leader with more than 20 years of experience leading communications teams and reaching new audiences who thrives in high-visibility, deadline-driven team environments.

PROFESSIONAL EXPERIENCE

Creative & Communications Consultant, Newtown Media, Staunton, VA, June 2016-present

Provided communication, media and advertising strategies for clients in education, energy, healthcare and government (state and federal) sectors. Collaborated with designers, developers, animators and editors to produce video, websites, podcasts and other multimedia content. Wrote scripts and developed concepts for animations, digital and broadcast videos. Developed organic and paid strategies to boost engagement and raise visibility. Developed written products (press releases, op-eds, emails, blog posts, etc.) to support campaign efforts.

Highlights:

- Developed multi-state digital strategies to support clients outreach efforts. Provided content, advertising, technical and list-building tactics and support.
- Scripted and produced video content for National Geographic, New York State of Health and other high-profile clients.

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

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

Highlights:

- Mentored students now 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, project management, digital advertising (creation, reporting and optimization), grassroots list building, and overall digital and creative strategy for a wide variety of clients in renewable energy, conservation, and campaign finance reform. Developed fact sheets, talking points, and other materials for principals and key personnel.

Highlights:

- Led digital campaign for campaign finance reform group in advance of 2016 Iowa Caucuses that drew national press attention.
- Oversaw branding and website development and coordinated list building, social media, and digital advertising efforts.
- Developed digital strategies for conservation concern encompassing content creation, online and print advertising plans, social media strategies for national, regional and state-based efforts.

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

Oversaw total digital presence, including both content strategy and technical development 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, video and multimedia specialists. Represented agency in press interviews and conferences regarding digital media efforts.

Highlights:

- Tripled Energy.gov web traffic and doubled agency social media followings. Established first Secretary of Energy Twitter account (@ErnestMoniz).
- Spearheaded agency's open data and open government initiatives.
- Led effort to make Energy.gov the first fully responsive cabinet-level website.

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 branding.

Highlights:

- Produced live web broadcast and developed digital media strategy for State Department event on encouraging women entrepreneurs with Nicholas Kristof and Secretary Hillary Clinton.
- Developed branding and digital strategy for Gates Foundation-funded education consortium.

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

Provided on-site editorial, training and technical services. Worked to transition WhiteHouse.gov from proprietary system to an open-source Drupal environment. Coordinated migration of subsites and led Drupal training for staff. Developed and created multimedia content and features.

Highlights:

- Part of team that relaunched WhiteHouse.gov on open-source Drupal platform.
- Helped implement campaigns and mechanisms for open data, 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.

EDUCATION

University of North Carolina at Chapel Hill

Master of Arts in Journalism and Mass Communication: Focus in Multimedia Journalism Institute for Science Learning Fellowship (full tuition and stipend)

University of Utah, Salt Lake City, UT

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

TECHNICAL SKILLS

Office Applications: Microsoft Office suite, Google suite, Teams, Slack, Asana, Trello, ActiveCollab, JIRA

Multimedia Applications: Adobe Creative Suite (primarily Premiere, Photoshop, Lightroom, Audition & Acrobat Pro), Canva, Figma Pro, Sketch

Programming & Web Skills: Drupal, WordPress, Webflow, Breakdance, Elementor, Expression Engine, Bootstrap, HTML, CSS, some JavaScript, jQuery & PHP.

Email and Engagement Tools: MailChimp, Blue State Digital, Salsa, Campaign Monitor, Constant Contact, Sprout Social, Salesforce, Facebook Business Manager

CRM Tools: Salesforce, Hubspot

Web Analytics: Google Analytics, Omniture, Chartbeat

Academics: Canvas, Blackboard

Creative Skills: Digital Audio and Video Production, Photography

Writing/Editorial Skills: SEO, SEM, Copy Editing (AP & GAO), Script Writing, Email and Ad Copy