

BOB PORTUNE

Cell Phone: 201.233.3159
Portfolio: www.bobportune.com

rportune@mac.com

256 Dixon Avenue
Dumont, NJ 07628

SENIOR CREATIVE EDITOR *AND* POST-PRODUCTION SUPERVISOR EDITOR / VISUAL DESIGNER / PRODUCER / COMPOSER-ARRANGER

- Branding, Web Content, Corporate Image, New Business and Consumer Research Specialist •
 - Package Goods and Pharmaceutical Expertise in both General and Hispanic Markets •
-
-

PROFILE

Award-winning, results-driven senior creative editor and post-production supervisor with a documented record of professional success branding iconic consumer products and corporate clients; winning multi-million dollar new business accounts; and educating/motivating client-side brand teams and sales forces.

Consistent, proven ability to translate strategic goals and creative objectives into engaging, on-target visualizations, creating content across all media platforms. Uniquely dynamic team leader and mentor, and tireless, hands-on manager driving profits and large-scale cost savings that repeatedly exceed yearly goals.

CORE COMPETENCIES

Creative / Strategic Integration
Software Mastery & Versatility
Multidimensional Background

Team-Building & Leadership
Intuitive Branding Insight
Independent Project Initiative

Revenue & Profit Growth
Graphic Design Expertise
Multicultural Proficiency

PROFESSIONAL EXPERIENCE

BP Editorial / Yellow Whale LLC

2004 – Present

(Independent post-production services for the commercial & corporate industries)

CREATIVE EDITOR / VISUAL DESIGNER / ANIMATOR / COMPOSER-ARRANGER

Founded, designed, and currently administer independent Final Cut Pro HD editorial facility specializing in broadcast spots, web content, sales and marketing videos, corporate branding pieces, trade convention and interactive displays, documentaries, and new-business presentations.

Selected by senior corporate management and agency creative directors to spearhead the development of brand identities, increase consumer awareness, and drive performance for an eclectic roster of clients including: McNeil Specialty Pharmaceuticals, The DNC, Reebok, Schiff Nutrition International, The Nation Magazine, Massachusetts Congressman Ed Markey, Volkswagen of America, TIAA-CREF, and Nike.

Key Results

- **Clinched 2004 re-election of Rep. Ed Markey, MA, with hard-hitting brand-image campaign.**
- **Boosted circulation of The Nation Magazine by 12.5% in 2005 and again by over 9% in '09, '10 and '11 with DR broadcast commercials I visually designed, edited, animated and scored.**
- **Drove successful Massachusetts ballot initiative in 2006 for the Vote No on 1 Committee with a controversial 7-spot campaign, turning around a widely predicted 35-65% defeat into a stunning 70-30% election-day victory.**
- **Increased favorable impressions of Volkswagen by African-American consumers to 91% and purchase intent to 63% as video supervisor/designer for event sponsorships during the 2007 VW.I.P. NBA All-Star Weekend in Las Vegas.**
- **Strengthened youth-voter turnout in the 2008 election (+30M overall) with a cutting-edge 5-spot internet campaign visually designed and edited for EUE Screen Gems.**
- **Helped boost Hispanic voter turnout in 2012 with a series of effective TV and Radio spots.**

Continued...

BOB PORTUNE

Page 2

(PROFESSIONAL EXPERIENCE, CONTINUED)

Jordan, McGrath, Case & Partners / Arnold Worldwide NY

1995 – 2004

(Full-service, global advertising agency with peak billings of \$375 million)

VICE PRESIDENT / SENIOR PRODUCER / MANAGER, ONE WORLD EDIT GROUP

Established and managed agency's internal AVID Editorial Division, driving profits and large-scale cost savings that repeatedly exceeded yearly goals; directing work-flow of all video projects; and supervising 3 editorial suites, analog dubbing room, insert stage, IT support team, and 3 production assistants.

Specified by senior management, creative, production, and account teams as lead visionary responsible for designing and executing key strategic visualizations, including: all new-business videos, brand- and consumer-essence videos, creative ripomatics, motivational sales videos, test animatics, and other corporate video presentations.

Led visual branding efforts and corporate re-imaging of Bounty, Welch's, Nicorette/Nicoderm CQ, Hasbro Games, U.S. Tennis Association, Zest Hispanic, and Rogaine.

Key Results

- **Expanded agency's internal editorial division through consistently superb video product into a profit center that generated billings/savings of \$750,000 to \$800,000 annually.**
- **Spearheaded successful new-business video presentations, winning multi-million dollar accounts including: MobileComm, Bermuda Tourism, Mercedes Benz (Media), U.S. Tennis Association in the General Market; and GlaxoSmithKline (Tums) in the Hispanic Market.**
- **Conceived, designed and animated 60-minute NBC Times Square Jumbotron video for Trivial Pursuit 20th Anniversary Edition, the key element in an integrated PR strategy that catapulted TP20 to "the most successful game introduction [of] 2002" and "the best-selling non-video game of the year." (USA Today)**
- **Commended personally for presentation excellence by Procter & Gamble's Associate Director of Advertising Services, EVP/Sales Director at Hasbro Games, and SVP/Brand Manager at Philips Lighting.**

** Early career as a freelance bi-lingual Producer, Director, Editor & Composer for commercials & music videos.**

ADDITIONAL ACHIEVEMENTS

- **CLIO & New York Film Festival Award** for *Partnership for a Drug Free America "Jesse Corti"* •
- **MTV International Best Video Award** for *Columbia Records/Franco de Vita "No Basta"* •
- **TELLY Award** for *Scott Paper Company/Cottonelle "Royal Big Family" (Hispanic)* •

EDUCATION

Bachelor, Liberal Arts/General Studies (BGS)
Concentration in Creative Writing & Education
Concentration in Music Performance

University of Cincinnati
College of Arts & Sciences
College-Conservatory of Music

Cincinnati, OH