

ROB LOMBARDI
Video & Motion Design

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roblombardi.com

EXPERIENCE

MAY 2017 - NOVEMBER 2017

Us Weekly, Video Creative Director

Oversaw creative for all of Us Weekly's video content. Worked closely with producers on the production of new series, and provided direction to designers for motion projects. Focus included live studio production, beauty & lifestyle content, news, and social.

AUGUST 2016 - MAY 2017

Us Weekly, Entertainment News Video Editor

Edited both breaking and narrative content in a news environment. Modernized our graphics packages and developed a templated graphics system that dramatically hastened my team's output. In January 2017, we generated over 44 million unique views across our platforms.

NOVEMBER 2014 - AUGUST 2016

92Y, Digital Producer & Distribution Manager

Pitched and created video projects tailored to digital with a philanthropic focus. Managed clients who licensed our content on their VOD platforms.

MAY 2012 - SEPTEMBER 2014

Cartegraph, Videographer/Editor

Led creative for our video unit. Pieces included corporate commercials, motion graphic explainers, and tradeshow productions.

MAY 2011 - SEPTEMBER 2014

Rally Collective, Motion Designer & Copywriter

Worked with companies to develop campaigns and brand initiatives. Production work included video, motion design, and copywriting.

NOVEMBER 2010 - MAY 2012

Clarke University, Copywriter

Developed the university's brand language and wrote its look book, which won the CASE Circle of Excellence National Award.

SEPTEMBER 2007 - MAY 2009

ETHOS Magazine, Creative Director

Managed a team of designers and directed both creative and narrative content.

EDUCATION

2004-2009

Iowa State University

Bachelor of Arts in Advertising

2008

University of Wales, Swansea

SKILLS

Adobe Creative Suite

Cinema 4D

DaVinci Resolve

Production: Camera, Light & Sound

Tricaster

RECOGNITION

Gold Addy, Top 10 & Judge's Choice Award, 2014

Gold Addy, Top 10 Award, 2014

Final 15 Addy, 2013

CASE Circle of Excellence Gold Medal
National Winner, 2012

Society of Professional Journalists
Mark of Excellence Award, 2009