

Robert J. Williams

815.298.7012

RobMakesThings.com

Skills

Audio Mixing
Copywriting (English/Spanish)
CGI & 3D modeling
Motion Design
Photo Retouch
Production
Storytelling with Brevity
Video Editing
Analyzing Broadcast Rating

Software

Adobe Creative Cloud
Avid Media Composer
Blackmagic Resolve
Blender (CGI, 3D, Visual Effects)
Cinema 4D
Final Cut Pro
Microsoft Office
Pro-Tools
Python Programming Language
Unreal Engine
Wide Orbit

Education

City Colleges of Chicago
Spanish Language & Literature Studies
2018 - 2020

Governors State University
Bachelor of Fine Art
2010 - 2013

Rock Valley College
Associates of Arts
2006 - 2008

Hi, I'm Rob. I've got over 10 years of experience being on the ground floor of successful television network launches, streaming service launches, major broadcast rebrands, and turning original programming into event television. My work is often described as **BOLD** and *refreshing*.

Senior Promotions Producer, Weigel Broadcasting

April 2013 - Present, Chicago, IL

Leads and executes the branding, imaging, and identity for Weigel Broadcastings flagship media products, reaching 1.5+ million homes daily, through creative content creation.

1. Regularly trusted to work alongside the Vice Chairman and serve as Brand Manager and VP of Creative when immediate supervisors are out of office.
2. Developed a quality control workflow that cut down on-air and logging mistakes by nearly 90%.
3. Plays an integral role in building out a large on-air promotions producers department, recruiting and training nearly 80% of the talent personally.
4. Creates business-to-business (B2B) marketing content, including company portfolios and network/product specific sizzle reels that built strong financial partnerships with Fox Television Stations and CBS Television Stations.
5. Directed, wrote, produced, and edited the creative content for the company's first ad buy that exceeded \$1 million. Two more followed.
6. Gained international fame by learning Klingon (*fictional Star Trek language*) in two days and crafting a 'Klingon Takeover' Star Trek ad campaign fans adored for Heroes and Icons TV.
7. Launched the company's first streaming service - exceeding expectations with only a two week deadline.
8. Provides creative services and network branding guidance for 194 broadcast affiliates, in addition to 25 company owned television stations.

Producer/Editor, Tribune Company

February 2011 - April 2013, Chicago, IL

Wrote, produced, and edited on-air promotional messaging that included daily topicals, syndicated episodics, social drivers, television events and localized affiliate materials.

1. Created and operated a centralized Tribune Company affiliate media hub, tagging and localized creative content for 22 Tribune owned affiliates daily.
2. Provided creative on-air promotion for Tribune Company's flagship network WGN America, including network rebands.
3. Played an integral role in launching and promoting Tribune Company's first multicast venture Antenna TV.
4. Was in charge of integrating an on-air quality control workflow for WGN TV, WGN America, and Antenna TV.

Select Freelance Clients Include:

Public Broadcast Television (PBS), Marriott International, The Onion, Salvation Army,

Robert J. Williams

815.298.7012

RobMakesThings.com

and Range Rover.

Volunteer Work

IndieBOOSTER, Creative Director

Sep 2017 - Present

In my very limited freetime I operate a project called 'IndieBOOSTER' -- a passion project that allows low-budget local (Chicago) filmmakers the opportunity to have promotional content developed by me free-of-charge.

I use my expertise in developing creative branding and entertainment marketing solutions to 'boost' local artists to the negotiation tables of Showtime, HBO, and HULU.

Member of Creative Advisory Board, Adobe

Sep 2019 - Present

I receive a small financial stipend to test creative software innovations and give real world input on how beneficial they are to employers with less than 200 employees.

Digital Marketing, Catchafire

Sep 2019 - Aug 2021

By way of video editing, animation and copywriting, I assisted nonprofits with mission critical projects to advance their goals.

I contributed \$12,000 worth of donated labor to organizations in need, using Adobe's Creative Suite, Blender 3d, and markup text editors.

Robert J. Williams

815.298.7012

RobMakesThings.com