

Rotman

DAVID ROTMAN

ABOUT ME

Creative visual design professional with several years experience in design, video editing and digital marketing. Seeking a art direction position where I can lead a team in creating innovative solutions for client communication needs.

WORK HISTORY

Cint

Associate Creative Director (2021 - Present)

Head of creative design function within the marketing department of a market research software company.

- Worked with outside agency to develop creative for marketing campaign that lead to a 40% increase in unaided brand awareness.
- Worked cross collaboratively with a team of product marketers, content writers, PR professionals and ad managers to build a teamwide ROI of nearly 2 to 1.

Lucid (Aquired by Cint December 2021)

Senior Design Manager (2019-2021)

- Redesigned company website to better capture, nurture and track MQLs. Created an SEO optimized knowledge hub to position Lucid as the leader of the industry that helped position the company for a \$1 Billion dollar acquisition.
- Worked to define the ResTech (Research Technology) industry. Producing a 13 episode thought leadership podcast and industry scape.
- Revised entire company brand structure. Partnered with content writers and product marketers to create new guidelines for social, collateral, trade shows and internal presentations

FSC Interactive

Senior Multimedia Designer (2016-2019)

Graphic and Web Designer (2015-2016)

Senior creative member of team of designers and copywriters. Lead team members to create digital marketing solutions for a wide range of clients

- Conceptualize and schedule editorial calendars for client social content coordinating with freelance photographers and giving creative direction for monthly photoshoots.
- Played lead creative role in Local Lens campaign across New Orleans Tourism social accounts. Campaign was awarded best-in-show, Social media at 2019 New Orleans Addy Awards.
- Shoot and edit short videos and animations for client social media campaigns driving customer interaction and increasing social media reach.

Innovative Advertising

Graphic Designer and Video Editor (2009-2015)

Member of creative design team creating solutions for a broad portfolio of clients

- Designed and directed artwork for packaging, photography, and video for launch of Abita Wrought Iron IPA. Campaign won Best of Show Overall Addy at 2015 New Orleans Addy awards
- Collaborated with team of designers to create new branding solutions for multiple clients. Including complete rebranding of product line packaging, website, and marketing collateral for Abita Brewing company.

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EDUCATION

Northern Arizona University, 2008

BFA in Visual Communications,

Dual Emphases in Graphic Design and Computer Imaging

CLIENT LIST

Lucid

Cint

Abita Brewing Company

Blue Cross Blue Shield of Louisiana

Chevron

New Orleans Convention & Visitor Bureau

Sazarac Company

Swerve Sweetner

Tales of the Cocktail

VooDoo BBQ and Grill

AWARDS

Best of Show, Social Media
2019 Addy Awards
Local Lens campaign

Best of Show, Overall
2015 Addy Award
Wrought Iron IPA