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ROBERT A. POKRYWKA

**Creative Director, Leader, Dreamer
Writer, Storyteller, Problem-Solver**

WHO I AM

I AM A LEADER. Someone who others want to follow and knows when to employ both honesty and empathy. **I AM A WRITER.** A person who knows how to turn a deft phrase while keeping the message clear and consistent. **I AM A BUILDER.** A person who creates, crafts and molds both brands and people while teaching skills necessary to succeed. **I AM A DREAMER.** An out-of-the-box thinker who sees the big picture while paying attention to the smallest details. **I AM A CREATIVE.** Someone who knows the tricks to cutting through clutter by making things that resonate with emotional relevance. **I AM A PROBLEM-SOLVER** A person that loves to find the psychology behind the “why” of something and knows how to develop and implement the right strategies to be there with the right reasons to deliver results.

I AM ROBERT POKRYWKA.

WHAT I'VE DONE

I've worked in almost every media. I've written for automotive, travel, retail, finance and more. I've won awards. I've lead small teams. I've led large teams. I've done new business pitches and client presentations, speaking with some of the highest C-Level executives. I've worked for clients that make billions of dollars and some that make hundreds. I've remained loyal, honest, and true to the creative process. Even as I climbed the corporate ladder, I've continued to pitch in, because no one is ever above the work. I've delivered results. And I've done it all with a smile on my face.

WHERE I'VE BEEN

I've worked at some of the biggest ad agencies in Detroit. I've worked at smaller firms. I've done freelance work for companies all over the country. And, I've been lucky enough to do it all from 20 minutes where I grew up.

Creative Director
MRM
Birmingham, MI
7/21-Present

Clients

Buick, Cadillac, Chevrolet, General Motors, GMC

Responsibilities

- Lead, inspire and mentor a group of writers and art directors responsible for three different brands (Chevrolet, GMC, Buick)

Creative Director
Latcha & Associates
Farmington Hills, MI
2/15-Present

- Work with creative, strategy, and business leadership to create compelling insight-driven 1:1 ownership communications
- Led and maintain Adobe Campaign for CLM owner communications
- Maintain distinct brand voices
- Oversee all aspects of production

Highlights

- Led owner communications for Chevrolet, Buick and GMC
- Produced Hummer EV Welcome cadence stream, including a hype video to get owners excited about their first drive
- Developed Reese's Book Club Buick tutorial video

Clients

Ford Motor Company, Hyundai Capital (Kia Motors Finance, Hyundai Motors Finance, Genesis Motors Finance), Audi, Audi After Sales, Kia, Subaru, Volkswagen Credit, Audi Financial Services, The Chad Tough Foundation

Responsibilities

- Lead a group of writers responsible for five different clients (Hyundai Motors Finance, Kia Motors Finance, Genesis Motors Finance, Ford Motor Company, and Subaru)
- Establish (where applicable) and maintain distinct brand voices
- Drive innovation and personalization through every aspect of the customer journey: from sales to after sales to finance
- Mentor team of sixteen art directors and copywriters with a focus on creative and professional development
- Establish creative team structure and manage resources
- Drive creative and strategy aligning with business intelligence to create compelling, insight-driven 1:1 communications
- Oversee vendors, production, and post-production crews
- Co-develop new business presentations, RFPs, and high-level cross-company initiatives

Highlights

- Developed scripts and directed owner-education program *Discover Your Ford*, including directing livestream shows for Ford Motor Company
- Led Audi CRM 1:1 Communications, After Sales, and Audi Financial Services teams
- Rebranded Audi After Sales, Accessories and Wholesale Parts
- Sold in and managed lifestyle blog for Audi – *Audi Life*
- Sold in and oversaw production of industry-first Audi video newsletter – *Inside the Rings*

Clients

Cadillac

Responsibilities

- Led always-on programs: Brand website, CRM, and catalogs
- Concepted connected solutions across all digital platforms
- Led a team of writers and art directors on rebranding website, producing web content and module production
- Presented and sold in look and feel for website, handraiser platform and catalog redesigns
- Assisted on pitches and high-level presentations

Associate Creative
Director
Campbell Ewald
Detroit MI
1/14-2/15

Sr. Copywriter
Latcha & Associates
Farmington Hills, MI
6/12-1/14

Sr. Copywriter
Digitas
Detroit, MI
1/10-4/12

HOW I DID

Clients
Audi, Ford

Responsibilities

- Concept and write copy for Audi CRM program
- Created five different programs, including Handraiser, Audi Dealer Sales Templates, End of Term and *Inside the Rings*
- Wrote emails, project-specific brochures and Audi enewsletter
- Maintain consistent brand voice

Clients

GM, Onstar, GMC, Buick, SiriusXM, Chevrolet, Cadillac, ACDelco

Responsibilities

- Concepted and wrote copy for GMC and Buick brand projects, social media posts, brand online banners, brand site maintenance and in-market

Work Accomplishments

- '18 Silver Davey Award: Inside the Rings • '18 Gold Davey Award: Audi A5 Launch Piece • '18 D Show Shortlist: Inside the Rings • '17 Audi Life Content Marketing Award Finalist • '10 The FWA Site of the Day: Ram HD Experience • '10 IAB Outstanding Website: Ram HD Experience • '10 WMA Award: Ram HD Experience • '07 The FWA Site of the Day: Lincoln Reach Higher • '07 New York Festivals Shortlist: Lincoln: Reach Higher • '07 New York Festivals Shortlist: Lincoln: MyDream.tv • '07 Best of Show: IAC Web Awards: Lincoln: MyDream.tv • '07 Outstanding Microsite: IAC Web Awards: Lincoln: Reach Higher • '06 Adobe Site of the Day: Lincoln Reach Higher

Personal Accomplishments

- Placed as a semi-finalist in 1st annual Stage 32 Christmas Comedy Screenplay Contest • Wrote and optioned feature-length screenplay to Hollywood production company, Gross-Weston Productions • Placed as Quarterfinalist with four different scripts in various screenplay contests. • Placed as Finalist in WildSound Filmmaking's Original TV Pilot contest. • Placed two scripts in the top ten of the Screenwriter Takes All February 2011 contest • Graduated from GoComedy! Intro Improv Program • Member of Society of Children Book Writers and Illustrators (SCBWI)

Education

Michigan State University
Bachelor of Arts Degree from the College of Communications Arts and Sciences, Advertising Major



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