

ROBERT A. POKRYWKA

Creative Director

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

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

I am a Creative Director with extensive experience connecting with consumers in an emotional, believable way, starting in print and moving to the digital space. I excel at managing diverse teams, helping them develop and polish ideas. I've touched every part of the consumer journey, driving innovation, building relationships with consumers and delivering exceptional results for my clients.

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
- Work with creative, strategy, and business intelligence to create compelling insight-driven 1:1 communications
- Mentor team of sixteen art directors and copywriters with a focus on creative and professional development
- Establish creative team structure and manage resources
- Oversee vendors, production, and post-production crews
- Co-develop new business presentations, RFPs, and high-level cross-company initiatives

Highlights

- Developed scripts and directed live streaming show *Discover Your Ford* 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

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

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

Sr. Copywriter
Organic
Bloomfield Hills, MI
4/07-1/10

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 third-party online media placements

Clients

Chrysler, Dodge, Ram

Responsibilities

- Concepted and wrote for brand websites and microsites, including copy and voiceover scripts

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

- 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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