



ROBERT A. POKRYWKA

CREATIVE DIRECTOR

Award-winning Creative Director with experience leading diverse teams and delivering innovative results for global brands. Skilled in shaping the consumer journey, building strong consumer relationships, and achieving business goals.

SKILLS

Team Leadership
Creative Vision
Creative Direction
Branding & Identity
Resource Allocation
Multi-Platform Campaigns
Mentorship
Creative Writing
Scriptwriting
Video Production Experience
Directing and producing
Creative Management
Creative Ideation
Retail Advertising
Digital Advertising
Social Advertising
Broadcast Advertising
User Experience

HIGHLIGHTS

- Created lifestyle blog for Audi – Audi Life
- Created one-of-a-kind affinity program for Audi: Audi Preferred Benefits|
- Created industry-first video newsletter: Inside the Rings
- Rebranded After Sales and Wholesale Parts for Audi
- Led teams responsible for over 5M+ emails per month
- Expert in the customer journey from CRM to Finance to After Sales
- Expansive digital and print experience for likes of: Lincoln, Ford, Audi, Chrysler, Dodge and more.

EXPERIENCE

Creative Director **7/2021-Present**
MRM, Birmingham, MI

Responsibilities

- Lead, inspire and mentor a group of writers and art directors responsible for three different brands (Chevrolet, GMC, Buick), as well as EV foundational and Customer Automated Notification System (CANS)
- 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
- Led and participated in a series of new business pitches across multiple verticals: Retail (Sam's Club, Meijer), Healthcare (Blue Cross Blue Shield), Automotive (Audi & VW), Hospitality (Wyndham Hotels), Quick Service Restaurants (McDonald's) and Beauty (NYX)

Highlights

- Produced HUMMER EV Welcome cadence stream, including a hype video to get owners excited about their first drive
- Developed Reese's Book Club Buick in-vehicle tutorial video

Featured Clients

Buick, Chevrolet, General Motors, GMC, McDonald's

EDUCATION

Michigan State University,
East Lansing, MI 48825
Bachelor of Arts Degree from
the College of Communications
Arts and Sciences,
Advertising Major

COMPLETE EXPERIENCE HISTORY

[Linkedin Resume](#)

PORTFOLIO

[RobertPokrywka.com](#)

Creative Director **Latcha & Associates, Farmington Hills**

2/2015-7/2021

Responsibilities

- Led and mentored a group of writers responsible for five different brands
- Established (where applicable) and maintain distinct brand voices
- Drove strategy, innovation and personalization through every aspect of the customer journey: from sales to after sales to finance
- Developed creative team structure and manage resources
- Oversaw vendors, production, and post-production crews
- Co-developed new business presentations, RFPs, and cross-company initiatives

Highlights

- Developed scripts and directed streaming show Discover Your Ford
- 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 video newsletter – *Audi Inside the Rings*

Featured 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

Associate Creative Director **Campbell Ewald, Detroit MI**

1/2014-2/2015

Responsibilities

- Led always-on programs: Brand website, CRM, and catalogs
- Managed a team of writers and art directors on rebranding website, producing web content and module production

Featured Clients

Cadillac

ACCOMPLISHMENTS

Silver Davey Award: Inside the Rings (2018) • Gold Davey Award: Audi A5 Launch Piece (2018) • D Show Shortlist: Inside the Rings (2018) • Audi Life Content Marketing Award Finalist (2017)

[See all work-related 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

[See all personal accomplishments](#)