

ROB MCFARLANE

PROFILE

Experienced agency leader and creator of globally recognized ads and branding for media companies and entertainment franchises. A versatile writer, visual communicator, and content specialist with a proven record of translating strategic thought into impactful creative across traditional and digital platforms.

EXPERIENCE

ENTERTAINMENT ADVERTISING CONSULTANT

Los Angeles, CA / April 2015 - Present

Offering a diverse array of copy, visuals, and content for motion pictures, broadcast, streaming, gaming, and lifestyle services. Extensive history collaborating with C-Suite executives on behalf of A-list brands. Ongoing clients include **HBO**, **Netflix**, **Amazon**, and **Showtime**.

FOUNDING PARTNER - THE BULLDOG AGENCY

Los Angeles, CA / 2012 - 2015

Created print campaigns for major motion pictures including the *Hobbit* trilogy and *The Lego Movie*. Devised strategy and branding for numerous entertainment and gaming properties including *Disney Infinity* and the **Academy Awards**.

SR. CREATIVE DIRECTOR - ECLIPSE ADVERTISING

Burbank, CA / 2010 - 2012

Led creative development of print and online campaigns for movie and gaming titles including *Tangled*, *Cars 2*, and *Lego Pirates of the Caribbean*. Supervised in-house design team and directed freelance copywriters, photographers, illustrators, and web designers.

CREATIVE DIRECTOR - THE ANT FARM

Los Angeles, CA / 2000 - 2010

Founding member of preeminent entertainment advertising agency. Spearheaded development of iconic print, AV, and online campaigns for several of the decade's most successful movie and gaming properties including *The Lord of the Rings*, *Shrek*, *Harry Potter*, and **Lego Games**.

CONTACT

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www.robmcfarlanecreative.com

EXPERTISE

- ◆ Creative direction & brand strategy.
- ◆ Concept illustration & ideation.
- ◆ Copywriting; all platforms & formats.
- ◆ Pro Screenwriting & Production exp.
- ◆ Managing budgets and timelines.
- ◆ Leading teams and juggling projects.
- ◆ UCLA Extension certificate: Digital Storytelling & Multi-platform Strategy.

TECH SKILLS

- ◆ Photoshop
- ◆ ProCreate
- ◆ Illustrator
- ◆ KeyNote
- ◆ InDesign
- ◆ PowerPoint
- ◆ Final Cut Pro
- ◆ Final Draft

EDUCATION

UNIVERSITY OF SOUTHERN CALIFORNIA

Bachelor of Arts

Motion Picture & Television Production

HONORS & AFFILIATIONS

2009 KEY ART AWARD

Best Documentary One Sheet: **Food Inc.**

MEMBER: **WRITERS GUILD OF AMERICA**