

ROBERT JACOBUS

Telford, PA 18969 • (215) 460-6146 • bob@robertjacobus.com

PROFILE

- *Creative Director:* Producing and Directing media creation in a variety of forms, broadcast and corporate, from concept to delivery for Fortune 500 clients including pharmaceutical and insurance institutions.
- *Advertising & Marketing:* Designed and created ad campaigns and developed promotional media (video, web, print) for a variety of clients (pharmaceutical, insurance, political, and non-profit).
- *Entrepreneur:* Exceptional problem solving, analytical, and communication skills that helped established a new business grossing \$425k the first year *and* founded a non-profit org in operation for the past decade.
- *Sales:* Interfacing with existing and prospective clients to define business goals and develop sales.

EXPERIENCE

AMBIENT LIGHT, LLC, Bally, PA (www.ambientlight.tv)

Partner & Producer, January 2008 – April 2009

Founding partner of a media production company serving the advertising and marketing needs of Fortune 1000 companies. *Producer, Director, and Video Editor* of TV commercials, web, and corporate productions. Responsible to interface with clients to define goals, content and direction. Conduct project planning and estimating; schedule resources and personnel in addition to responsibility for managing the company's business affairs, infrastructure, and sales.

MISSION MEDIA, Horsham, PA (www.877ourhope.org)

Founder & Executive Director, September 1997 – December 2007

Founded a non-profit organization uniting religious organizations by designing, producing, and administering television, radio, Internet, and print ad campaigns in the Greater Delaware Valley, Lancaster, and the Lehigh Valley. Nearly 200 non-profits participate with campaigns regularly reaching hundreds of thousands of viewers with millions of ad impressions over the past decade.

WCAU TV, NBC 10, Philadelphia, PA (www.nbc10.com)

Assignment Editor & Field Producer, September 1994 – September 1997

Develop news stories, cover breaking news, coordinate and dispatch up to 20 crews, write preliminary news product, and direct the Assignment Desk at the 4th largest media market in the U.S. In a high demand environment, developed proficiency in journalism, information management, research, and P.R.

PROFESSIONAL SKILLS

TV Production

- *Producer* – International documentary, national web launches, TV commercials.
- *Director* – Regional TV commercials, web video broadcasting, corporate promo video
- *Editor* – Documentaries, TV commercials, product showcases, & testimonials

Graphic Arts/Print

- *Print Ad Campaigns* – Author, design and layout multiple ad campaigns including web support.
- *Graphic Design* – Photo manipulation and layout to create print advertising, mailers, and billboards.
- *Distribution/Direct Mail* – Experience making ad buys in TV, newsprint, and direct mail.

Presentation

- *Public Speaking* – Speeches, lectures, training for audiences of thousands
- *Presentations* – Integrating media and message finding the core pitch points to enhance on screen

Software

- *Video:* Final Cut Studio • Adobe After Effects • Adobe Photoshop
- *Print & Presentation:* Adobe Indesign & PageMaker • PowerPoint & Keynote
- *Office & Infrastructure:* Microsoft Word, Excel & Access • Quickbooks

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EDUCATION

Eastern University, St Davids, PA, *December 1994*

B.A. in dual majors: Communications and Religion,

Older portfolio and resume available at: www.robertjacobus.com

References & further work experiences provided upon request