

# Robbie Izar

Associate Creative Director / Copywriter

robizar@gmail.com

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## Summary

The only time I wish I was an Art Director is when I tell people what I do and they start asking me about copyright law and patent infringement.

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## Experience

### **Associate Creative Director at Havas Worldwide**

November 2015 - Present

I currently manage three teams of creatives in addition to working on fully integrated campaigns across various brands and agency partners.

Clients: Universal Music Group, TJX (T.J. Maxx, Marshalls & HomeGoods), IBM Watson, Liberty Mutual Insurance

### **MAIP Creative Mentor at American Association of Advertising Agencies**

2010 - 2017 (7 years)

Starting in the Summer of 2010, I have mentored creative interns through the 4A's Multicultural Advertising Intern Program.

### **Freelance ACD/Copywriter at Huge**

September 2015 - November 2015 (2 months)

Client: Dick's Sporting Goods

### **Integrated Creative at Saatchi & Saatchi**

May 2013 - September 2015 (2 years 4 months)

Clients: Go-Gurt, Lucky Charms, Pampers, Progresso, Miller Lite, Tecate, Duracell, Fiber One, Iams, Lenovo, Walmart, Tide, Ariel, & Eukanuba

### **Integrated Copywriter at Hudson Rouge**

August 2012 - May 2013 (9 months)

Hudson Rouge is a WPP boutique agency created to transform the Lincoln car brand.

Contributed across all elements of the launch campaign, "Introducing The Lincoln Motor Company."

### **Freelance Copywriter**

September 2011 - August 2012 (11 months)

Clients: Toyota, Radioshack

### **Interactive Copywriter at Tribal DDB/TracyLocke Dallas**

March 2010 - September 2011 (1 year 6 months)

Clients: Hewlett Packard, 7-11, Texas Lottery, Mountain Dew, Diet Dew and AMP Energy drinks. That's right, drinks.

### **Junior Copywriter at Wunderman Detroit/JWT Detroit**

2009 - 2010 (1 year)

In December 2010, I won a Digital Media Award at The D Show for my work on the Warrior.com website.

Clients: Warrior Sports, Ford, Bell Helicopter, Brine, Ford F-150, Ford Fleet and Commercial Truck, Ford Mustang, Scotts Miracle-Gro

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## Education

### **The University of Texas at Austin**

MA Advertising, Texas Creative, 2007 - 2009

**Activities and Societies:** Advertising Graduate Council - Community Service Director (Spring & Fall of 2008), The Honor Society of Phi Kappa Phi (Honestly, it was an honor to be honored)

### **Boston College**

BA English

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## Honors and Awards

#IfIHadGlass Winner, 1st Place - AdByte Powered By Google, Best Digital Website

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[Contact Robbie on LinkedIn](#)