

Robert John Pratt

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Profile

Creative account leader with 17 years of experience motivating artists, programmers and client representatives to produce award-winning web sites, interactive marketing and Fortune 500 intranet portals. Exceptionally skilled at building long-term client relationships. Excellent management and organization skills, with the ability to increase profits, tighten budgets, and get the most out of internal and external resources. Proven record of delivering projects on time and within budget.

Selected Accomplishments

- **At Publicis Kaplan Thaler, oversaw the launch of the online marketing campaign for Shionogi's *Osphena*, which included branded and condition awareness web sites, CRM and SEM.**
- **At Logical Design Solutions, created a strong client partnership with the Schering Plough/Merck account, which resulted in a 20 million dollar revenue stream** over an 11-year relationship and won industry awards – including the pharmaceutical PhAME award and WebAwards from the Web Marketing Association (WMA) – for the *Nasonex* and *Clarinex* sites
- **Shepherded the Schering account through a complicated merger with Merck in 2010** and added additional brands to the program, even as Schering employees transitioned into new avenues of business
- **Expanded the online presence of the Schering/Merck product line** using internet marketing tools – such as banner ads and campaign emails – that complemented their award-winning web sites
- **Launched a user-focused redesign and new deployment of the Colgate company's intranet portal**, for over 20,000 employees
- **Just for fun: Created and produced the *Wilhem!* iPhone app**, which has had over 7,500 downloads since its launch in April, 2012

Experience

Senior Interactive Producer - Freelance

February, 2013 to Present

Publicis Kaplan Thaler

New York, NY 10003

Managed the online marketing for the upcoming launch of Shionogi's new flagship product *Osphena*. Oversaw the development of email newsletters and banner advertisements for AbbVie's *Humira*.

Highlights:

- Coordinated the development and launch of *Osphena's* branded site and its condition awareness site. Managed the collaboration of several vendors, including the development vendor, the data warehouse, and the savings card vendor to guarantee a successful deployment of the sites and their offerings.

- Interfaced with the search engine marketer and e-newsletter vendors to insure that they met Publicis' designs, programs, and project milestones for the *Osphe* site launches.

Account Manager

September, 2000 to October, 2012

Logical Design Solutions

Florham, Park, NJ 07932

Created an 11-year client relationship with Schering Plough, which began with a \$60,000 contract and resulted in a \$20 million revenue account. Lead the development and production of award-winning web sites for Schering's respiratory product line, and revitalized Colgate's employee intranet portal. Developed account plans, project plans and oversaw the creation of over 20 web sites from kick-off to deployment. Wrote proposals, Statements of Work (SOW) and site strategies. Consulted with clients on larger brand marketing goals.

Created persuasive, online marketing campaigns, including web sites, banners, Third-Party Landing Pages, iconic screen savers, Instant Message (IM) bots, PointRoll banners, online games, and mobile ad strategies.

Highlights:

- Account Manager for the Schering/Merck campaign. Oversaw branded and non-branded site marketing on their respiratory and hepatitis product portfolios, including *Nasonex*, *Clarinet*, *Asmanex*, *Proventil HFA*, *pre-Over the Counter (OTC) Claritin*, *Foradil* and *PegIntron*.
 - Grew the account into a 20 million dollar revenue stream, making the Schering/Merck account a top earner at LDS every year during our 11-year partnership
 - Lead the creation of 20 popular web sites, from initial brainstorming to post-patent marketing, with over 500 separate deployments
 - Negotiated over 100 different client contracts and wrote the Statement of Work's (SOW) for each new initiative
- Revitalized the Colgate intranet portal, which serves over 20,000 company employees. Modernized the site's design for improved functionality and iPad compatibility

Senior Producer

Summer, 2000

Grey Interactive

New York, NY 10003

Lead the production of an intranet portal for Nortel Networks, Canada's largest telecommunications company (at that time), and a variety of online advertising campaigns.

Senior Project Manager

August, 1999 to June, 2000

Xceed, Inc.

New York, NY 10279

Lead the production of corporate web sites and intranet portals for CBS News, Travelocity and Itochu International.

Highlights:

- Designed and developed a separate and new site for *CBSNews.com*, which was previously only a section of *CBS.com*

- Planned and designed the new *Xceed.com* to showcase the company's new brand identity
- Lead the production of the employee extranet to facilitate the merger of Travelocity and Preview Travel
- Produced and managed the creation of a user-friendly employee intranet for Itochu International

Principal Consultant / Web Producer

November, 1997 to June, 1999

Oracle Corporation

Redwood Shores, CA 94065

Created user-friendly web-based training and marketing materials for internal and corporate clients.

Highlights:

- Wrote web-based training curriculum and courses to demonstrate the potential of the Oracle Learning Architecture (OLA)
- Wrote and managed the production of an interactive training course, created in Macromedia Director for Cisco Systems

Independent Consultant

September, 1996 to November, 1997

On Our Own Production Studio

Millbrae, CA 94030

Produced and consulted on a variety of web-based and CD-ROM interactive projects for Fox Interactive, Icon Media Lab, and USWeb.

Awards

- *Nasonex.com* won the 2006 PhAME Award for Best Relationship Marketing along with Daggerwing Group, who developed the direct mail portions of the campaign
- *Nasonex.com* received the 2006 Outstanding Website WebAward from the Web Marketing Association (WMA)
- *Clarinx.com* received the 2002 WebAward for Outstanding Achievement in Website Development from the WMA

Just for Fun

- *Wilhelm!* An iOS app for iPhone and iPod Touch (iPad version coming soon)
Consumers have downloaded this iOS app over 7,500 times since its April '12 launch
- *WilhelmScream.net* A single service site that has received 175,00 unique visits since launch

Education

B.F.A. Film Production

May, 1989

New York University

New York, NY 10003