

## BACK STORY

For 10 Years Bob worked in Vancouver, Toronto and Chicago as an illustraor, photographer, lighting and set design (and fabrication).

Then he spent 15 years working in Asia as a photographer, designer and art director. He worked for international ad agencies before starting his own design firm. He worked and lived in; Japan, China, Hong Kong, Singapore, and Thailand.

He now lives and works on the West Coast of Canada, and also travels the world on assignment when needed.

## SKILL SETS

### ADVERTISING AGENCIES

- Project Management
- Art Director
- Creative Director

### PHOTOGRAPHIC

- Studio Photography
- Studio Lighting
- Wardrobe Stylist
- Set Design and Fabrication
- Photojournalist

### WEBSITE

- Website Design and Development
- Wordpress Setup and UI Design
- Online Payment Systems (WooCommerce, Paypa)
- Content Strategy and Implementation

### VIDEO AND AUDIO

- Videographer and Lighting
- Final Cut Pro Editor
- Adobe Audition Audio Editing
- Studio Sound Recording

### SOCIAL MEDIA

- Facebook, Instagram and Twitter Content
- Social Media Management and Strategy
- Podcasting production and Hosting
- Online Publishing (Plus Print-on-Demand)

### PRESENTATION

- Speaking Engagements (multile Topics)
- Presentation of Ideas
- Negotiation of Creative Concepts
- Pitch Decks (PowerPoint)

## A HISTORY OF SUCCESS

### YACHT HAVEN PHUKET ADVERTISING

- Expanded 2 million dollar into a 7 million dollar advertising campaign through progressive presentations
- Project sold 40% of its properties in one month

### PAN PACIFIC DIRECT MAIL PROJECT

- Developed and enhanced a direct mail concept initiated by the GM of the hotel
- Outstanding execution resulted in a three year contract
- Response from targeted audience exceeded 43%

### CREO

- Managed the four month design project that involved a diverse set of disciplines and people
- Brochures sold out at European trade show (DRUPA)
- Brochures designed to be printed in 7 languages

### ASIA BOOKS CONSULTING

- Brand management of a large retail and publishing company in Thailand
- Built the internal design team to 12 people from 3
- Increased productivity and capacity by 65%

### TOURIST AUTHORITY OF THAILAND

- Developed advertorial for placement in Forbes magazine
- Forbes use these advertorial as recommended layouts

### DB COMMUNICATIONS

- Launched a custom publishing firm that specialized in content for Southeast Asia magazines and newspapers
- Used by South China Morning Post soft news divisions
- Produced content remotely in Bangkok resulting in a profit increase of 27%

## CLIENT LIST

- MacLean's Magazine
- Canadian Living Magazine
- Time Magazine
- Business Insider
- Forbes
- Monday Magazine
- Metro Magazine
- CocaCola
- Orange Telecommunications
- Big Love Ball
- Human Development Foundation
- Lufthansa
- SAS
- Pan Pacific Hotels
- Peninsula Hotels