

Robert Lisman

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PROFILE SUMMARY

I am an Emmy award winning technologist, and experienced marketing, and creative professional with a proven track record of achieving impactful results. My background includes leading creative teams, managing projects, establishing effective creative/production workflows, and when needed, I have hands-on capabilities from video editing, graphic design, copywriting, web design and more. I excel in innovative and collaborative environments, and best known for my strategic and creative approaches, interpersonal skills, and practical mindset.

SKILLS

- Branding
- Project Management
- Content Marketing
- Video Production
- Video Editing
- Graphic Design
- Copywriting
- Budgeting

CORE COMPETENCIES

- **Rebranding:** Proficient in guiding organization-wide branding efforts to align with strategic goals.
- **Team Leadership and Collaboration:** Experienced in leading creative teams and establishing collaborative workflows.
- **Marketing Strategy and Campaign Execution:** Proficient in developing and implementing strategic, data-driven insights to formulate effective marketing campaigns.
- **Content Creation:** End-to-end content creation, encompassing scripting, video production, editing, and distribution.

PROFESSIONAL EXPERIENCE

Producer/Director | Condo Craze and HOAs LLC

Jan 2021 – Present

- Conceptualized and launched "Condo Craze and HOAs," a YouTube show dedicated to condominium and homeowner's associations (HOAs) law and issues.
- Designed and implemented the technical workflow for the production, incorporating multi-camera technology and software solutions for live camera switching, audio mixing, integrated on-air graphics, manage caller interactions during live segments, and streaming live to social media platforms.
- Oversee the show's social media presence, implementing promotional strategies including video teasers for upcoming episodes, highlights from previous episodes, and a weekly blog to engage the audience.

Director, Creative | Ross Video

Jan 2022 – Aug 2023

- Led a team of creative professionals in the collaborative development of various marketing materials and corporate initiatives, including brochures, case study documentaries, launch videos, live keynote events, tradeshows, website and social media content, product photography, and advertising. These efforts were aimed at enhancing product awareness and supporting the needs of product managers and the sales team.
- Implemented streamlined production and project management workflows to facilitate collaboration across teams and departments for creative requests, ensuring efficient, on-time, and high-quality project completion.
- Collaborated with newly acquired brands to integrate their brand identity into Ross approved guidelines, facilitating the creation of new brand elements such as logos, taglines, visual identity, and messaging.

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Marketing Manager | Ross Video

Jul 2021 – Jan 2022

- Managed marketing efforts for the "Production Workflow" product family, encompassing a range of products, including Overdrive, Streamline, Primestream, Inception, and Dashboard.
- Developed and executed strategic marketing campaigns for the Production Workflow product family.
- Conducted in-depth market research and analysis to identify emerging trends and opportunities, enabling data-driven decision-making.
- Collaborated with cross-functional teams to create compelling product messaging and content, ensuring consistent brand representation across all channels.
- Managed budget allocation for marketing initiatives, optimizing resource utilization and delivering results within financial constraints.
- Monitored and assessed key performance indicators (KPIs) to measure the success of marketing efforts, refining strategies for continuous improvement and growth.

Marketing Advisor | Ross Video

Jun – Jul 2021

- Collaborated with cross-functional teams to ensure a seamless integration of Primestream's marketing efforts into Ross Video's existing framework, aligning objectives and messaging.

Content Marketing Producer | Primestream

2019 – 2021

- Managed the creation of marketing assets for new product launches, including videos, social media content, and training materials.
- Devised and executed advertising campaigns across various platforms.
- Collaborated closely with product managers and the sales team to craft cohesive messaging and content strategies, ensuring alignment across all communication channels.
- Managed projects, meeting timelines and budgets, key performance goals.

Freelance Producer and Tech Specialist | Aethyr Agency

2018 – 2021

- Produced videos and activation events for high-profile brands. Duties encompassed project management, budgeting, production, and video editing.

Director of Marketing | Primestream

2011 – 2019

- Emmy Award recipient, acknowledged by The National Academy of Television Arts & Sciences for pioneering "Cloud Enabled Remote Editing and Project Management."
- Lead a small team of creatives in elevating Primestream brand recognition through sustained marketing initiatives and strategic product campaign unveilings.
- Orchestrated press releases and adeptly managed press inquiries, fostering valuable media relationships.
- Collaborated closely with press and media outlets to cultivate extensive company and product coverage, amplifying our brand's mission and values.
- Collaborated with Product Managers and Software Developers to articulate the merits of new products, ensuring effective internal and external communication.

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Creative Director | The Multimedia Depot **2005**

Content Producer and Editor | Rhino Studios **2005**

Segment Producer | Adenalina TV **Apr 2003 - Jan 2004**

- Coordinated with producers, editors and on-air talent to create program content, new ideas, and segments.
- Lead the architecture and design of the show's post-production facility in Costa Rica.
- Arranged license agreements for music and footage, talent releases, and distribution contracts.

CERTIFICATIONS

- Apple Certified Trainer Final Cut Pro | *July 2007*
- Apple Certified End User Final Cut Pro | *July 2006*

AWARDS

- Recipient of the 2022 Technology and Engineering EMMY® Award from the National Academy of Television Arts and Sciences for pioneering "Cloud Enabled Remote Editing and Project Management" technologies and workflows.

EDUCATION

- Full Sail University Film Program in Orlando, Florida
- Vocational Degree in TV Production and Film Michael Krop Senior High