



ROB APSE

CREATIVE DIRECTOR & FILMMAKER



PROFILE

Strategic creative leader with a passion for storytelling and content creation, specializing in all facets of video from ideation and execution to post production and launch. Ability to partner and collaborate with multiple departments and disciplines on any project while ensuring brand consistency & awareness - with all voices heard.

CONTACT

Phone

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Email

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Portfolio

www.robapse.com

EXPERIENCE

2018 - 2024

Creative Director | Writer | Video Editor | Filmmaker
Freelance

-Partnering with a variety of brands and agencies in the form of ideation, creative direction, production and launch. Clients have included the New England Patriots, Bank of America, Hubspot, UKG, HotShot, Manual Outfitters, SignalFx.

2020 - 2023

Principal Filmmaker & Editor
prev. Lead Filmmaker & Editor

UKG, Lowell, MA

-2021 Marketing Hero Award Winner
-Lead webinar rebrand, UKG Exclusives, resulting in SQLs over \$1MM in ARR and doubling registrations and attendees.
-Creative directed and lead production for "Why UKG?" messaging campaign and various product launches.
-Defined video brand awareness techniques for company rebrand like templated animation projects for demos, product highlight videos as well as sonic branding.

2017 - 2018

Manager, Sr. Filmmaker and Editor

Sapient Razorfish, Boston, MA

2011 - 2017

Sr. Filmmaker and Editor

MullenLowe US, Boston, MA

2007 - 2011

Promotions Editor, Pre-Production Coordinator, Production Assistant

7NBC, Boston, MA

SKILLS

Ideation & Collaboration | Creative Direction & Strategy | Copywriting & Storytelling | Brand Awareness & Recognition | Production | Adobe CC

AWARDS & HONORS

2014-2021 Film Festival Official Selections | 2021 Impact Doc Awards | 2021 Gold Spotlight Doc Awards | 2014 Historical Commission Award

EDUCATION

2005 - 2009

Bachelors of Science: Cinema and Photography

Ithaca College