

STUART RAFFEL

StuartRaffel@gmail.com

732-266-2628

StuartRaffel.com

- Highly motivated content creation expert, well versed in all aspects of general market, healthcare, and digital advertising production needs.
- Experienced in the management of a production group and the running of many large accounts.
- Production responsibilities include the selection, bidding, and negotiating of all vendors along with maintaining budgets and schedules.
- Able to contribute creative solutions at both the concept and executional stages.
- Have managed projects in most business categories, including pharmaceutical, telecom, technology, automotive, government, and packaged goods.
- Global production experience, both shooting and posting in such cities as Shanghai, Barcelona, Sydney, Prague, Auckland, London, Vancouver, and Bora Bora.
- Awards: First ever Cannes Lion Grand Prix for Healthcare, MM&M, Clio, Mobius, Effies, NY Festival.

WORK EXPERIENCE

Senior Producer

Arnold Worldwide / New York

Primary Senior Producer for the pharma accounts at Arnold. Member of the agency leadership team. Supervisor of the agency production team. Produced award winning work for Sanofi/Regeneron's multi-indication Dupixent brand and Allergan/Abvie Viberzi. Additionally, worked on brands such as Rexulti, Xiidra, and Enbrel. Led production considerations for multiple successful new business pitches.

Senior Producer/Permalance

FCB Health

Responsible for multiple projects across a broad client base including web content for the launch of Novartis's Entresto. Projects spanned broadcast and digital, DTC and HCP facing materials, and new business pitches. Produced a project for sister agency Area 23 created from real people interviews.

Executive Producer

Digitas Health / NY

Responsible for the management and delivery of all video production including materials for broadcast and digital channels. Hired, managed and supervised freelance production staff. Supervised the installation of a post-production suite. Hired freelance studio staff including editors and animators. Functioned as the primary conduit between vendors and agency finance. Negotiated for character development and rights with Jim Henson Studios.

Senior Producer

Digitas LBi

Senior member of the Comcast production team, a group dedicated to production of brand work and direct marketing campaigns. Creative ranged from celebrity driven comedy to 3D animation. Produced first Pharma Cannes Grand Prix winning 13 spot campaign for Epanova Fish Oil.

VP Senior Producer

FCB

Produced the agency's first 360° campaign for Teva's PlanB. Functioned as the EP for Quest Communications. Primary producer for Samsung, including global campaigns tied to Olympic sponsorships. Produced an integrated marketing campaign for Samsung tied to the release of The Matrix II, working with Executive Producer Joel Silver and members of the Wachowski production team.

VP Senior Producer

Wells Rich Greene

Accounts for which I produced national campaigns included Ford Corporate, IBM, Hertz, Sunoco, Sheraton Hotels, and Procter and Gamble.

Producer

Doyle Dane Bernbach

DDB was my first job in advertising and I consider those years to have been the equivalent of a graduate school education. The creative and production departments were populated by industry legends from whom I learned my craft. It shaped my belief that delivering great creative work that touched people's emotions was the key to successful advertising.

EDUCATION

Ohio University

Bachelor's

Major: Communications with a concentration in Radio/TV Production

Athens, Ohio