



CONTACT

Phone

(415) 497-6660

Email

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Location

Los Angeles, CA

Website

www.rovanmedia.com

EXPERTISE

- Art Direction and Creative Storytelling
- Content Creation and Ideation
- Creative Campaign Strategy
- Project Management
- Production Scheduling
- Project Scoping and Quoting
- Budget Management & Negotiating
- Team Leadership & Management
- Client Relationship Management
- Digital Asset Management
- Resource Allocation
- Adobe Suite Expertise
- Video Production & Cinematography
- Video Editing & Color Grading
- Commercial Photography & Retouching
- Graphic Design & Typography
- Social Media Trends & Fluency
- Presentation Pitching
- Equipment & Rig Knowledge

EDUCATION

California Polytechnic State
University, San Luis Obispo
June 2017

Bachelor of Science -
Graphic Communication
Management Concentration

Ross van der Wal

My passion for visual storytelling and creative production began with producing music videos and designing cover art in my youth. Since then, I have showcased my entrepreneurial spirit producing dynamic visual content for national brands through my own creative agency, mastering the art of media production, marketing, and client management. My tenure at a cutting-edge AI marketing agency further solidified my ability to thrive in fast-paced creative environments and utilize leading AI technology. Now, I seek to bring my expertise to a larger team and expand my knowledge.

EXPERIENCE

Founder, Producer, Creative Director

RoVan Media | Los Angeles, CA | June 2018 - Present

- **Lead and operate a full-service creative agency** producing concept-to-completion promotional content and integrated marketing campaigns for national brands such as Cheech & Chong Cannabis, Raga Fashion, Lake Level Surf Charters, SaunaBox, 689 Cellars, Electric Era, Marin County Parks Department, First American Title Co., and more
- **Concept and produce photo, video, and graphic marketing assets** deployed across digital experiences, online display, email, paid social channels, live events, and direct mail; tailoring content to unique target audiences and achieving an average return of 5.6x on ad spend, and a 6.8% click-through rate
- **Coordinate and schedule logistics for production shoots** including vendor management, UGC creator sourcing, location and talent scouting, and production management; while adhering to tight deadlines, serving as the on-set point of contact, and communicating and executing the client vision
- **Manage and lead a team of four employees** by constructively hiring, delegating tasks, and communicating effectively; built high-performance teams leveraging the strengths of in-house and outsourced talent for design, video editing, marketing, and social media management
- **Strategize, implement, and manage paid media campaigns with direct response ads** across all social media platforms, averaging six campaigns running simultaneously; tracking revenue growth, providing performance analytics, and utilizing data to improve effectiveness
- **Formulate brand development** through logo design, photo and video production, brand strategy, brand guidelines, package design, SEO, landing pages, campaign activations, event promotions
- **Manage a portfolio of 17+ clients** serving as the main point of contact, managing expectations, scheduling meetings, and communicating strategy and performance metrics with data-driven presentation
- **Acquire clients and lead generation** through inbound sales funnel building, automated outbound outreach, networking, CRM software management, lead execution, pitch decks, leading sales pitch meetings, and outlining contracts
- **Manage social media accounts** through calculated planning and execution of posting schedule; remain up-to-date to produce content based on current social media and industry trends

Project Coordinator

Persado | San Francisco, CA | October 2019 - March 2020

- **Coordinated project workflow for artificial intelligence (AI) language generation** for top clients including GAP, Banana Republic, Athleta, William Sonoma, West Elm, Chase Bank, and Vanguard for Persado, a generative AI platform for marketers
- **Acted as a bridge between the client, account executives, and production team**, providing support in producing AI-generated marketing copy across digital and print platforms
- **Managed project timelines, budgets, approvals, and progress** in Asana project management software, ensuring on-time completion and client satisfaction
- **Delivered marketing assets to customers**, shepherding revision requests to the creative team ensuring brand consistency and effectiveness
- **Calculated and analyzed campaign results** using Excel formulas to calculate lift, elasticity, incremental revenue, P-values, and ROI of AI-generated variants against customer control phrases
- **Drove CTR lifts as high as 450% and conversion lifts up to 34% through** copy-tested A/B-H control phrases and AI-generated copy variants by using algorithms to predict the most effective messaging for specific target audiences

Project Manager, Assistant Account Executive

Lahlouh | Burlingame, CA | July 2017 - September 2019

- **Awarded "Top Three Project Manager"** for processing third-highest revenues by a project manager (out of sixteen PMs) at Lahlouh, a print and packaging marketing solutions company, servicing the largest account, Genentech
- **Spearheaded end-to-end project management** of commercial production process, packaging runs, and distribution
- **Routed drafts through ad agencies**, internal prepress and design teams, and offsite production facilities
- **Formulated and distributed surveys to evaluate client pain points and needs**; developed product solutions, like interactive event kits and child-safe packaging designs that exceeded client expectations
- **Developed project tracking system with Google Slides** to efficiently manage project schedules based on client deadlines and production availability