

# Rob Cohn

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## PRODUCER • DIRECTOR • EDITOR

Advertising / Broadcast Promotions

### PROFESSIONAL PROFILE

Award-winning creative professional with over 20 years experience in advertising and broadcast promotions. One of the founders of Big Chair Creative Group, a hybrid production and advertising boutique. Hands-on team player, dedicated to producing high quality work that gets results.

### KEY STRENGTHS

Award-winning director of TV commercials and promos  
Excellent with celebrity talent  
Seasoned creative video editor with writer/producer skills  
Budget and supervise post-production and video/film projects  
Experienced in recruiting and managing top notch creative talent  
Experienced in pitches and presentations  
Strong technical knowledge  
Passion for popular culture including music, film, TV, design

### ACHIEVEMENTS

#### Company owner

- Partner in a successful business for over 13 years. Helped evolve Big Chair Creative Group from a commercial production company into a full-service advertising boutique.
- Instrumental in developing a more efficient ad agency business model.
- Brand successes: Big Chair serviced the \$25M Boston Beer account for almost 3 years, producing 3 major national TV campaigns, radio spots, print and outdoor. Shortly after the launch of the "Always a Good Decision Campaign," Sam Adams Lager sales rose 12.5% in the first six months. A year later, Boston Beer stock hit an all time high.
- Developed the brand image of Big Chair Creative Group. Very involved in logo designs, collateral, building and designing of company website.

#### Directing: awards and recognition

- Cannes finalist, ANDY, ADDY, New York Festivals, Telly and Mobius for Equinox Fitness Clubs campaign. IBA (Best TV PSA) for Organ and Tissue Donation PSA. CTAM Gold Medal for HBO Family campaign. Spot work has been featured in Communication Arts, Adweek and Creativity.

## PROFESSIONAL EXPERIENCE

**INDEPENDENT DIRECTOR / PREDITOR**, New York, NY 2008 – present

Freelance regularly for HBO Creative Services and other clients. Create promos, show opens, long form interstitials, commercials. Also run projects through own company, now virtual (see below).

**BIG CHAIR CREATIVE GROUP / REFUGE COLLECTIVE**, New York, NY 1993 - 2008  
*Managing Partner / Director / Editor*

Directed TV commercials, promos and marketing presentations for ad agencies, broadcast/cable networks and client-direct. Budgeted, edited and supervised post-production on all projects. Creative Director on client-direct projects; led pitches and presentations. Participated in hiring and management of staff and freelancers. Supervised new business development, internal marketing and PR. Participated in evolving Big Chair from a commercial production company into a full-service creative agency with in-house production capabilities.

*Big Chair clients (partial list):* The Boston Beer Company, Pernod Ricard, Fine Cooking, iCruise.com, Swiss Medica, AH Reiss, BMG, HBO, Entertainment Weekly, People, Time, 888.com.

*Directing:* brands included Burger King, Equinox Fitness Clubs, Sam Adams, Ameritech, HBO, Time Inc. (various magazines), Nabisco, Publishers Clearing House, Planters, Toys 'R' Us, Primestar, BMG Music, Hasbro, Nerf, Tiger Electronics, Kaiser Permanente, Wishbone, Dove, 888.com.

**ROB COHN PRODUCTIONS**, New York, NY 1989 - 1993  
*Writer / Producer / Offline Editor (freelance)*

Created on-air promos, movie trailers and marketing presentations from concept to completion. Clients included HBO, Showtime, MTV, VH-1, USA Networks, A&E, Nickelodeon, Fox Video, Sony Music, Arista Records, Time Inc, Marvel Entertainment, and Warner Bros.

**IMAGE GROUP**, New York, NY 1986 - 1989  
*Online Video Editor*

**CHARLEX**, New York, NY 1983 - 1986  
*Assistant Editor, Animator*

Assisted editors and graphics artists in animatics production and visual effects for commercials and show opens. Operated/programmed animation stands, manipulated artwork, extensive problem-solving. Handled light editing, audio laybacks, and duplication.

## EDUCATION

**Newhouse School of Public Communications, Syracuse University**  
Major: Communications, Dean's list.

## RELATED SKILLS

Experienced in all film/video formats; Avid Media Composer; AICE and Showbiz Budgeting software; digital photography, guitar player.