

MIKE RUBENSTEIN

GET IN TOUCH

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I sit comfortably at the intersection of creative, production and operations, drawing on a background of art direction and interactive experience design. I'm driven by ideation, but believe that part of having a great idea is in knowing how it can be brought to life through assembling the right expertise, tactful immersion in the appropriate mediums, and understanding the sensibilities of our audiences.

Over the years I've had the privilege to helm an array of award-winning projects in collaboration with some brilliantly skilled teammates from a wide range of disciplines. It's been an eclectic journey, and one I hope winds its way to you.

WORK EXPERIENCE

ROCKET SOFTWARE

OCTOBER 2019 - PRESENT

BRAND & CREATIVE DIRECTOR

Lead the in-house and external agency teams of designers, writers, videographers and content specialists through the planning, creation, and implementation of all branded collateral, communications and marketing campaign materials. Mentored and ensured the successful skill and career advancement of the Creative Services team while maintaining and evolving the company brand experience.

Evolved the efficacy and adoption of all branded assets through surveys and team feedback loops, equipping all employees to be brand evangelists.

Served on the Marketing Leadership Team, providing strategic leadership guidance to the CMO and fellow MLT members.

Ensured the smooth fulfillment of all creative needs across the entire organization and for the Executive Leadership Team.

Honored with organizational accolades including Team Impact Award, Legendary Rocketeer, and Marketer of the Year.

SHIRE PHARMACEUTICALS (NOW A TAKEDA COMPANY)

MARCH 2018 - FEBRUARY 2019

CREATIVE DIRECTION AND OPERATIONS CONSULTANT

Partnered with leadership in the Commercial Operations department to build out Shire's internal marketing design studio and lay the groundwork for a more self-sufficient and competitive alternative to external marketing and design agencies.

Managed the design team, providing creative direction and mentorship

Collaborated with vendors and IT partners on the rollout and adoption of shared file and FTP server environments, Project Management platform, team intranet site, and workstations

Fielded over 180 projects for 6 different franchises and 9 product lines saving the company ~\$400k in agency fees in 2018

Developed departmental processes and documentation including SOWs, standardized project specs and design templates

FREELANCE

JULY 2017 - March 2018

CREATIVE DIRECTION, STRATEGY & OPERATIONS

Assists clients in ideation, strategy, and production of new and ongoing creative executions and content development, specializing in digital, content and experiential marketing. Consult with leads on organizational operations including staffing, team building and creative operations/processes. Assist in the mentoring of junior staff of experience designers, art directors and copywriters.

HILL HOLLIDAY

APRIL 2017 - JULY 2017

VP CREATIVE TECHNOLOGY SOLUTIONS

[CREATIVE TECHNOLOGY LEAD - INTERACTIVE / EXPERIENTIAL]

Primary liaison between Creative Technology team and key project stakeholders, ensuring that technology solutions, creative direction and client mandates are in alignment and to support all team members in reviews of creative/technology deliverables.

HILL HOLLIDAY (continued)

JULY 2013 - APRIL 2017

VP INTEGRATED PROJECTS

[CREATIVE AND PRODUCTION LEAD - INTERACTIVE / EXPERIENTIAL]

Headed creative productions of tech-driven experiential activations and installations and provide 'connective tissue' between multidisciplinary teams through integrated/digital projects from concept to launch.

FEBRUARY 2013 - JUNE 2013

INTEGRATED CREATIVE DIRECTION & OPERATIONS CONSULTANT

Serve as an inter-departmental resource to provide ideation/executional guidance for digital campaigns and work closely with creative teams to translate concepts from traditional mediums into cross-platform executions.

Produced award-winning Merrell "Trailscape" installation the first branded 'walk-around' VR experience, launched at Sundance Film Festival

Oversaw creation of Harvard Pilgrim Healthcare "Pedal Press," a one-of-a-kind collaborative bike-powered apple cider press installation

Supervised 360° video production for fledgling Dunkin' Donuts "Always Running" series in partnership with DiscoveryVR

Served as the agency voice for VR/AR productions in press and conference speaking engagements.

ALMIGHTY

MAY 2010 - NOVEMBER 2012

CREATIVE PRODUCTION DIRECTOR

Oversaw the Creative department of graphic designers, writers (copy & editorial), and UX designers, managing staffing and department processes. Core member of R&D team.

Expanded in-house creative capabilities by bolstering the agency UX practice and network of external content creators

Assisted in the formation of internal R&D team, focused on the prototyping of physical computing solutions

MMB

NOVEMBER 2009 - MAY 2010

SENIOR ART DIRECTOR

Senior AD for the Interactive team, leading ideation and design for online campaign creative and digital pitches.

BARBARIAN GROUP

MAY 2006 - JULY 2009

CREATIVE / ART DIRECTOR

Provided creative leadership and served as the client-facing representative of Creative, Technology and UX in partnership with Production and Account leads.

MAY 2004 - MAY 2006

STUDIO MANAGER / INTERACTIVE ARTIST

Managed department of designers, interactive artists, front-end developers and information architects, and the internship program.

MAY 2002 - MAY 2004

INTERACTIVE ARTIST

Design, UX, HTML front-end, Graphical Production

Launched Burger King's "Subservient Chicken," often credited as a formative moment for what would become "viral marketing"

Co-wrote and edited three short episodes of "Space Ghost: Coast to Coast" as online content for Turner's Gametap platform

Orchestrated design and development of campaign creative for top-tier brands including Apple, Nike, and Volkswagen

Established agency AV practice and directed/edited in-house productions of online video content.

ARNOLD WORLDWIDE

JUNE 2001 - DECEMBER 2001

MECHANICAL ARTIST (CONTRACT)

Design, HTML front-end, Flash maintenance and graphical production

EDUCATION

EMERSON COLLEGE

BFA, NEW MEDIA