

BOB SALEY

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PROFESSIONAL SUMMARY

- **Accomplished Brand Manager with more than 25 years in the Television Design Industry**
- **Experience working at both the Network and Affiliate levels including: NBC, CBS, The WB Television Network and ION Media Networks**
- **Specializing in Project Management, Workflow Processes, and Core-level Rebranding spanning all Media Platforms**

EMPLOYMENT HISTORY

WFLA-TV / WTTA-TV / Nexstar Media Group, Inc / Tampa FL

Sr. Designer / Marketing Department

March 2016 - Present

- Works closely with the Director of Marketing, Art Director and Promotion staff to visualize and execute concepts for all station projects
- Interacts with Newscast Management, Producers and Directors to successfully create designs to help the storyteller process
- Produced animated opens, end pages and snipes to promote NBC programming, News Channel 8 News topicals during sweeps periods

ION Media Networks / Privately Owned, Independent Television Company / Clearwater FL

Design Director / On-Air Promotion Department

2011 - 2016

- Led a creative team of 11 On-Air Designers, some remotely from West Palm Beach, Clearwater and New York Offices
- Responsible for the hiring, scheduling, training and coaching (including: performance evaluations and progressive discipline)
- Primary area of focus: drive ratings and revenue through innovative on-air design, implementing consistent execution standards across all ION properties: ION Television, ION Life, Qubo & Airbox, work in collaboration with Marketing department on developing new and exciting Promotional ideas
- Revenue success story: 25 Consecutive Quarters (dating back to 2009) where ION Media Networks has showed year-over-year revenue growth
- Project Managed all internal initiatives, including determining accurate scope based on creative brief criteria, hold true to all timeline-to-deadline deliveries
- Responsible for developing and implementing naming convention protocols driven by ISCI code qualifiers across all ION Media Networks
- Developed a more efficient internal approval process, one which ensured all graphics were QC and proofed before being imported into ISIS/Avid
- Creative lead on successful in-house "Graphic Refresh" for Spring 2016 campaign supporting ION Television's Networks

- Responsible for implementing and maintaining a consistent brand identity for ION Television's Networks "Graphic Refresh" in 2013
- Implemented a Render Farm solution aimed at increasing production efficiencies, as well as future-proofing through scalable expansion
- Initiated a more efficient workflow process for Archiving and established protocols for Restoring Files from the Graphics LTO Archive
- Led talent acquisition efforts through recruiting services: Creative Circle and icreative.
- Implemented ION Media Networks Internship program to support the On-Air Promotion / On-Air Designers
- Regularly attended career development seminars at the Art Institute of Tampa, as well as Full Sail University and the Ringling School of Art and Design

WPEC-TV / CBS-12 / Sinclair Broadcasting Group / West Palm Beach FL

Design Director / Design Department

2010 - 2011

- Managed the day-to-day creative support serving multiple departments, including a multi-platform news product
- Worked directly with the Web Manager and Sales Department creating animated web ads
- Ability to be creative and work under pressure within tight deadlines

WPTV-TV / NEWSCHANNEL 5 / NBC / The E. W. Scripps Company / West Palm Beach FL

Sr. Designer / Design Department

2004 - 2009

- Produced animated opens, end pages and snipes to promote NBC programming, NewsChannel 5 News topicals during sweeps periods
- Managed the day-to-day creative support serving multiple departments, including a multi-platform news product
- Worked closely with the Design Director to design and construct (in-house) the various performance areas leading up to their successful transition to High Definition (the first television station in South Florida to go HD)
- Project Manager for the WPTV Hurricane Survival Guide - an annual in-house 300,000 unit print publication that consistently brought more than 250K of non-traditional revenue to the station each year, responsible for growing content pages, negotiating print costs with vendor, and distribution
- Created custom photography for news stories that are used in animated opens and over the shoulder (OTS) graphics for news support.

SOUTH FLORIDA SUN-SENTINEL / MULTI MEDIA / Tribune Publishing / Ft. Lauderdale FL

Creative Services Manager / Marketing Department

2002 - 2004

- Produced the most successful in-house newspaper campaign ("What's in it for you?") for television, radio and print, which the Chicago Tribune later used to help promote their newspaper
- Managed the creative brand image of the Sun-Sentinel in print, on-air and on-line
- Developed the first on-air tool kit creating consistent elements that were used by media partners to showcase the Sun-Sentinel image during their newscast

- Responsible for hiring and supervising designers, copywriters and administered performance reviews for the Creative Staff of 8 employees
- Assisted in the development of the project tracking system that tracked incoming requests and let internal clients know the progress of their job
- Worked with WB39/WBZL Promotion department to produce their topical daily 10 pm news stories and created print ads for promotion
- Designed and fabricated a News set for the Sun-Sentinel to broadcast to media partners - WB39/WBZL, NBC6 and WPTV NewsChannel 5

PHILADELPHIA'S WB17 / WPHL-TV / Warner Bros. / Tribune Broadcasting / Philadelphia PA

Design Director / Creative Services

2000 - 2001

- Worked closely with the Creative Services Director and revamped the station's entire image (on-air, online and print) within a month
- Designed, developed, coordinated, executed and maintained WB17's overall new creative look including on-air news graphics, sports and political shows, sets, print, stationery and other graphic related projects
- Responsible for hiring and supervising designers and administering performance reviews for the Design department of 5 employees
- Supervised project assignments, ensured that budgets were met.
- Developed promotional strategies

WB39 / WBZL-TV / Miami, FL / Warner Bros. / Tribune Broadcasting / Miami FL

Design Director / Creative Services

1986 - 2000

- Managed the production for the station's on-air graphics packages including station ID's, end plates, movie opens/closes, sales promotion and custom design premiums
- Managed the on-air production between sales, production and outside vendors to ensure cost-effective turn around
- Responsible for hiring and supervising designers and administering performance reviews for the design department of 3 employees

EDUCATION

Art Institute of Ft. Lauderdale / Ft. Lauderdale, FL

Associate of Science Degree in Advertising Design

Received a full scholarship from the Art Institute of Ft. Lauderdale

SOFTWARE

Adobe Creative Cloud, After Effects, Photoshop, Illustrator, Chyron Lyric, Channelbox Prime, Axis News/Order/Maps, Namedropper, PC/Windows, Outlook Excel, Powerpoint, ProofHQ, Basecamp & Smartsheets