

PORTFOLIO: RSABALVARO.COM

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ROBERT SABALVARO

ACD · Copywriting · Strategy

BRAND HISTORY: Air Jordan, Budweiser, Built, Capital One, Captain Morgan, Choice Hotels, Cigna, Coco Libre, Delsym, Don Julio, E!, eBay, Feeding America, GE, Google, Hiball, Levi's, Lockheed Martin, MassMutual, MGM, Microsoft, Mother's Milk, Neutrogena, NY Lottery, Orangetheory, Ouya, Planters, Powerade, Sheetz, Smooth Ambler, Sony PlayStation, Stella Artois, Subway, SYFY, Taco Bell, Ubisoft, US Army, USPS, Venmo, Verizon, Vroom, YouTube

Freelance - Copywriter/Creative/Consultant

January 2023 - Present

- *Deep breath*...develop strategy, tone of voice, copywriting, and creative concepts across traditional, non-traditional, digital, experiential, product innovation, and social media marketing for D2C brands.

Tombras - ACD Copywriter

May 2022 - November 2022

- Planned and created a substantial amount of social substance to subtly submerge Gen Z in Subway's all-new Subway Series menu. Sublime!

VaynerMedia - Senior Copywriter

July 2019 - May 2022

- Collaborated with integrated agencies to give Captain Morgan a major sponsorship presence during the 2021-22 NFL season and the "Big Game".
- Created a tongue-in-cheek campaign to make Utah the first state to have its very own, custom-designed Budweiser label.
- Turned quality time into money with a Leap Day pop-up cafe for Stella Artois.
- Managed social content to increase viewership, fandom, and community love for SYFY's acclaimed show *Wynonna Earp*.
- Pitched and won new business: Panera, The Purge, Sheetz.

Johannes Leonardo - Copywriter

January 2019 - July 2019

- Concepted, wrote, sold, and produced a 3-piece commercial combo for MassMutual.
- Brought LGBTQIA+ folks and allies and their handmade posters from across the globe to the digital streets (aka WalkNYC signs) for the NYC Pride March.
- Pitched and won new business: Venmo.

McCann NY - Copywriter

April 2015 - December 2018

- Ideated a fun, techy product for USPS' holiday season that was shared at CES.
- Wrote and delivered one of Verizon's highest-rated (no, not by J.D. Power) TV commercials.
- Composed the not-nearly-as-shiny website counterpart to the Field Trip to Mars bus.

Odysseus Arms - Copywriter

September 2013 - March 2015

- Helped script, revise x44, and launch YouTube's first-ever national ad campaign.

AKQA - Creative Intern

May 2013 - August 2013

- Pitched and won new business: PlayStation Vita.

EDUCATION: Miami Ad School 2013 | San Jose State University 2008