

JIM ROBBINS

Emmy-nominated creative leader with global agency experience creating iconic work such as Snickers' Hungerithm and Pringles' Sabrina Carpenter Super Bowl campaign

WriterDownUnder.com

WRITER / CD / ECD

AWARDS / RECOGNITION

x 3 Emmy Nominations

x 29 Cannes Lions

x 30 One Show Pencils

x 46 Clios + Sports Clios

x 3 Webby Awards

One Show #2 ranked CD globally for 2025

ADC #2 ranked CD globally for 2025

2017 Cannes Creativity Report:
8th-ranked writer globally

Mashable: No. 1 Tear-Jerker
Ad of All Time (Google "Jess Time")

EXPERIENCE

CREATIVE DIRECTOR, FCB / BBDO NEW YORK

AUG. 2023 - PRESENT

2024 and 2025 Art Director's Club, Clio/Clio Sports, and One Show Agency of the Year

- Oversee creative across Eggo, Michelob ULTRA, Pringles, Purina, and Rice Krispies Treats.
- Helped deliver Pringles' 2026 Super Bowl campaign and Michelob ULTRA's "Lap of Legends," the second-most awarded campaign globally at the 2025 One Show and Art Director's Club.

CREATIVE DIRECTOR, JOHANNES LEONARDO

JUNE 2022 - AUG. 2023

- Served as CD on Uber North America and Volkswagen Group of America.
- Created and oversaw work for Uber and Uber Reserve and the VW Atlas, ID.4 and ID.Buzz.

EXECUTIVE CREATIVE DIRECTOR, TBWA\RAAD DUBAI

JAN. 2021 - JUNE 2022

- Led 40-person creative department in Dubai, Beirut and satellite offices across the MENA region
- Ran winning pitches for Downy, Gillette and Under Armour.
- Oversaw English and Arabic campaigns for KFC, Louvre Abu Dhabi, Nissan and more.

- Reinvented the agency creative process, including instilling weekly proactive briefings and reviews that led directly to Cannes-winning campaigns.
- Led creative recruiting across all MENA offices.

CREATIVE DIRECTOR, VMLY&R NY

2020 Campaign Agency of the Year

AUG. 2018 - JAN. 2021

- Helped guide national and global creative for brands like Optimum, Dell and Wendy's.

ACD, SID LEE NY

FEB. 2017 - NOV. 2017

- Led the winning Yahoo! Fantasy Football pitch.
- Created national and global campaigns for Stella Artois, The North Face and Yahoo!

SENIOR CREATIVE, CLEMENGER BBDO, MELBOURNE, AUSTRALIA

JULY 2014 - SEPT. 2016

2016-17 Cannes Agency of the Year

2016-17 D&AD Most Awarded Agency

- Contributed to agency's first ever Cannes Agency of the Year honors.
- Created regional and global work for brands like Carlton Draught, M&M's, and Snickers.

CREATIVE, BBH NY

2012 Webby's Agency of the Year

NOV. 2011 - NOV. 2013

- Created and wrote campaigns for Google, PlayStation and Johnnie Walker.
- Contributed to the winning PlayStation pitch and the record-setting launch of the PS4.

COPYWRITER / SR. COPYWRITER, CRISPIN PORTER + BOGUSKY, BOULDER, CO.

MAR. 2010 - NOV. 2011

2010 Cannes Interactive Agency of the Year

- Created and wrote campaigns for Amex, Best Buy, Coke Zero, Microsoft and more.

JR. COPYWRITER, BOONEOAKLEY, CHARLOTTE, NC

AUG. 2007 - MAR. 2010

2009 AdAge Southeast Small Agency of the Year

- Created and wrote campaigns for CarMax, the One Show Call for Entries, Ruby Tuesday, State Farm and more.
- Concepted, wrote, illustrated and edited BooneOakley's Cannes- and One Show-winning website relaunch.
- Helped leverage this relaunch into projects with EA Games, GoDaddy and Microsoft.

EDUCATION

VCU BRANDCENTER, Richmond, VA

Master's of Science in Communications

Concentration in advertising copywriting

Albion College, Albion, MI

Bachelor's in English

Concentration in journalism

CONTACT

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