

RICHARD ROMIG, JR.

Who I am

Innovative and passionate creative leader and communicator with a varied and complementary skill set. Comprehensive knowledge of brand and direct marketing in all forms, extensive expertise in digital marketing/eCRM and excellent presentation and collaboration skills.

Education

B.A. - Advertising & Journalism
Temple University
Philadelphia, PA
A.A. - Communications
Villanova University
Villanova, PA

Awards / Accolades

Ogilvy ARF Awards
Multiple ECHO Award winner
Multiple Hermes Award winner
Multiple PDMA Benny Award winner
FCS Award winner
DRUM Award winner

Skills

Acrobat, Adobe Creative Suite, Office 365, CMS, PowerPoint, User Experience, Web Design, Photography & Videography, Creative Problem-Solving

Contact

215.436.0750
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Experience

VP - Group Creative Director
Harte Hanks, Philadelphia, PA
2008 - Present

Lead a team of agency creatives on a diverse array of omnichannel client work in Financial Services, Healthcare, Retail and B2B Tech categories

Present thought leadership, strategic research and exploratory creative work on an ongoing basis

Oversee new business pitches and deepening of existing business, as well as staff development plans

Creative Director
Roska Direct, Montgomeryville, PA
1999 – 2008

Led direct-response and CRM/eCRM creative work for clients in B2C, B2B, Insurance, Pharmaceuticals and Retail

Contributed to agency growth and diversification from pure direct-response to a digital, e-commerce and healthcare-focused marketing company

Conceptualize and provide strategically focused, on-brand, results-generating creative

Associate Creative Director, Copy
DiMark / Harte Hanks, Langhorne, PA
1996 – 1999

Work with an Art Director to conceptualize and provide strategically focused, on-brand, results-generating creative

Develop concepts across all media, including DRTV, DM, email, website and out-of-home