# Bobby Spero

**Senior Creative**
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## SUMMARY

Senior Creative with 15+ years translating complex technology into integrated brand experiences across large-scale events, experiential activations, film, and social. Led creative direction for frontier AI model launches at OpenAI, global employer brand at Meta, and hardware and software storytelling at Google, owning strategy and craft from high-level narrative arcs through delivery. Equal parts concepting strategist and detail-obsessed maker: narrative film, keynote graphics, immersive product experiences, and social campaigns. Trusted partner to senior leadership, directing agencies and freelance crews, and using AI tools to accelerate creative workflows.

## CORE CAPABILITIES

Experiential & Event Creative Direction · Live Event Production & Technical Staging · Keynote Screen Graphics · Interactive Product Demos · Narrative Film & Documentary · Brand Campaign Concepting · Agency & Vendor Direction · Executive Stakeholder Presentations · AI-Assisted Creative Workflows

## EXPERIENCE

**Creative Strategist / Creative Lead**, Meta, Content Studio — Jan 2025 – Present

- Set and lead the global employer brand creative strategy across social, web, blog, events, and internal/external communications, generating breakthrough concepts and owning execution end to end.
- Run creative briefs from ideation through delivery with a cross-functional team of designers, writers, and producers, identifying new creative approaches.
- Direct external agency, media, and production partners on integrated content creation and optimization across channels.
- Craft authentic brand storytelling for specialized technical audiences across AI, Research, Wearables, and Infrastructure, synthesizing multi-stakeholder input and iterating at pace.
- Present creative to senior stakeholders; direct and mentor freelance crews across video, photography, and design productions.

**Creative Producer**, OpenAI — Apr 2024 – Jan 2025

- Owned end-to-end creative development for frontier AI model launches (GPT-4o, o1) – generating the ideas and narrative approach even when the underlying technical problem was ambiguous.
- Wrote creative briefs, storyboards, and production scripts translating complex generative AI capabilities into compelling visual brand stories for global technical and non-technical audiences.
- Built cross-functional production workflows across Research, Product, and Communications, aligning teams and articulating intricate AI functionality as clear brand value stories across openai.com, social, events, presentations, and physical goods.
- Served as strategic creative partner to senior stakeholders, managing scope, budget trade-offs, and milestone tracking on high-risk, high-profile brand deliverables.
- Directed freelance crews and external creative partners across video, motion, and design; applied AI productivity tools throughout the workflow to accelerate ideation, prototyping, and production turnaround.

**Creative Producer**, Google, Devices & Services (via Tezerakt) — Aug 2023 – Apr 2024

- Coordinated multiple concurrent creative workstreams within the Devices & Services internal studio, guiding cross-functional and external partners.
- Drove alignment between creative and technical teams to keep ambiguous, fast-moving hardware productions on schedule and on brand.

**Multimedia Producer**, Informatica — Apr 2023 – Aug 2023

- Designed creative and marketing materials across communication touchpoints, maintaining brand consistency and visual quality.

**Multimedia Producer**, Google — Jul 2018 – Mar 2023

- Provided creative direction for an immersive virtual product experience for Consumer PR's "Holidays in July 2020" event.
- Led small- and large-scale brand storytelling across video, photography, motion graphics, and design – collaborating on-site and remotely with internal teams and freelance crews.
- Owned content production and creative direction for @Google's flagship social and editorial platforms, ensuring adherence to brand guidelines.
- Directed a documentary vignette spotlighting accessibility advocate Sasha Blair-Goldensohn – coordinating cross-coast teams with on-site production in New York.
- Developed a multi-part campaign series on Google's Health Equity Tracker with the Morehouse School of Medicine – editorial guidelines and interview best practices for a values-driven, culturally sensitive story.
- Supported the YouTube editorial team on creator-focused and executive communications content (20% project).

**Creative Director**, Crushed Skate Shop Dec 2019 – Dec 2022

- Conceived and led a full Nike SB shoe collaboration campaign end to end: concept development, CAD refinement, budget planning, and production of all visual assets; partnered with the Nike SB team on social launch strategy connecting brand storytelling to consumer insight.

**Video Production / Web & Graphic Design**, Vu Skateboard Shop Jan 2008 – Dec 2020

- Concepted and designed a footwear collaboration with New Balance Numeric, partnering with the NB design team on shoe design, visual assets, and social strategy.
- Produced full-length skate films – filming, sound, lighting, editing, and post-production, plus an e-commerce site, product photography, and content strategy.

**Multimedia & Creative Producer**, Freelance Dec 2015 – Jul 2018

- Led video production for agency clients including AHLA and FleishmanHillard – storyboarding, scripting, graphics, location scouting, contractor hiring, and revision cycles.
- Developed two Kickstarter brand campaigns for Stantt, generating over $200K in combined backing.
- Produced a policy-driven campaign video for Advocates for Opioid Recovery featuring Van Jones, Patrick Kennedy, and Newt Gingrich: videography, editing, and motion design.
- Created launch visuals for Maketto's social platforms, growing their Instagram past 20K followers.

**Video Editor / Shooter / Producer**, Fleishman-Hillard Jun 2012 – Dec 2015

- Led scripted brand video content from brief and storyboard through production and post – winning new business with clients including Hallmark and Longwood Gardens.
- Directed freelance crews and post-production partners across brand anthems, narrative shorts, 2D motion pieces, animated infographics, and event recaps for corporate and government clients.
- Co-produced the Synthroid "Follow the Script" campaign starring Sofia Vergara. The site launch drove over 350,000 visits.
- Shot and edited the "That Guy" anti-binge drinking video series, surpassing 91K views on YouTube.

**Video Producer & Technical Director**, Performance Video Systems Mar 2009 – Apr 2012

- Ran live event production at government facilities including the White House, U.S. Capitol, and the National Mall, serving as technical director, camera operator, shader, and projector operator under fast-moving production timelines.
- Edited multi-cam live performance events and narrative pieces, working directly with clients on deliverables.

## EDUCATION

**Bachelor of Fine Arts**, The Art Institute of Washington