

# BOBBY FOUNTAIN

Driven by a background in creative strategy and visual design, I am seeking a creative role to lead high-impact visual storytelling and mentor multidisciplinary teams. I aim to bridge the gap between conceptual strategy and aesthetic excellence to deliver innovative, brand-elevating experiential campaigns.

## CONTACT ME

---

BOBBYFOUNTAIN.COM  
+1.419.277.1391  
BOBFOUNTAIN16@GMAIL.COM  
AUSTIN, TX

---

## WORK EXPERIENCES

### WASSERMAN - AUSTIN (REMOTE) 2023 - 2026

CLIENTS - Molson Coors, Netflix, Colgate, Amazon Autos

#### ASSOCIATE CREATIVE DIRECTOR FEB 2025 - FEB 2026

- Led end-to-end creative for national experiential campaigns, contributing to Wasserman being named Molson Coors Supplier of the Year (2025)
- Developed and ideated on creative solutions that strengthened the client's overall vision while pushing industry trends
- Directed and mentored multidisciplinary creative teams, fostering high-performance collaboration and elevating overall skills
- Collaborated with cross-functional team leaders to align creative solutions with business objectives and confidently present work to clients

#### SENIOR ART DIRECTOR FEB 2023 - FEB 2025

- Assisted with concept development and art direction for multiple brand activations simultaneously
- Partnered with internal teams to present creative ideas to clients and third party vendors
- Cultivated positive and communicative relationships with creative and interdepartmental team members

### JACK MORTON WORLDWIDE - CHICAGO 2013 - 2022

CLIENTS - Molson Coors, AbbVie, Procter & Gamble, CME Group, General Mills

#### SENIOR ART DIRECTOR JUN 2022 - DEC 2022

- Shaped innovative ideas and visual solutions that creatively delivered on the strategy and solved client challenges
- Maintained design quality control & brand identity across multiple client accounts
- Supported the creative process by bringing ideas to life and presenting work both internally and externally

#### ART DIRECTOR MAR 2018 - JUN 2022

- Worked alongside Creative Directors to support the vision of programs and effectively communicate our vision to clients
- Developed and mentored design staff to ensure the team continually met changing client needs

#### GRAPHIC DESIGNER MAR 2013 - FEB 2018

- Followed constructive direction and translated feedback into successful design deliverables
- Drove continuous process improvement and made recommendations within the creative department

---

## AWARDS & CERTIFICATIONS

### INDUSTRY AWARDS

- Molson Coors Supplier of the Year (2025) - Wasserman
- Ex Winner for Best Esports Activation (Cantroller, 2020) - Jack Morton Worldwide
- Clio Sports Award: Silver Event/Experiential (Covergirl Rantin' & Raven, 2018) - Jack Morton Worldwide
- Effie Award: Branded Utility Category (Charmin Van-Go, 2017) - Jack Morton Worldwide
- Reggie Award: Gold Experiential Marketing (budget over \$1,000,000) (M&M's 75th Anniversary, 2016) - Jack Morton Worldwide

### BILL MORTON AWARD 2018

- Internal company wide award given to an employee who embodies the 3 pillars of the company: Passion, Agility, and Respect. As well as, going above and beyond in my contribution to the agency that year. I was awarded a trip to Hong Kong for 2 weeks to experience that office's culture and share ideas.

### 4A'S INSTITUTE OF ADVANCED ADVERTISING STUDIES CERTIFICATION 2016

- The Institute of Advanced Advertising Studies (IAAS) is a multi-week program for advertising professionals with 1-5 years of experience. Participants developed a "real" campaign for Gatorade in a live client pitch with a team of fellow creatives, strategists, and account leads from other agencies.

---

## EDUCATION

### ILLINOIS INSTITUTE OF ART CHICAGO

- Bachelor of Arts in Visual Communications (May 2013)

### OWENS COMMUNITY COLLEGE

- Associate of Arts in Architecture (May 2007)

---

## SKILLS

- Concept Development & Visual Storytelling
- Art Direction
- Adobe Creative Suite: Photoshop/ Illustrator/InDesign/Lightroom
- Keynote/PowerPoint
- Production & Fabrication Partner Oversight
- AI-Assisted Design
- Photography
- New Business Pitches
- Creative Team Leadership