

**Robert August**

robert@robertaugust.net

Multidisciplinary creative leader and digital native with fifteen years of experience partnering with the world's most-loved brands in prestige beauty, fashion, jewelry, hospitality, and technology.

Occasional photographer and filmmaker with work published widely and exhibited in the [Guggenheim](#) and [Museum of Modern Art](#).

**Creative Consultant** at Apple

Contract 2019–Present

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Global digital marketing for [Apple](#), [Beats](#), and [iPhone](#). Strictly confidential.

**Creative Director** for Estée Lauder

Freelance 2015–Present

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Developing advertising campaigns, branded content, packaging, retail displays, and social activations to support global product launches and seasonal marketing initiatives for [Bobbi Brown](#), [Clinique](#), and [La Mer](#).

**Creative Consultant**

Self-Employed 2005–Present

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Full service brand architecture, image, and experience with select partners. Accounts include [Balenciaga](#), [Chanel](#), [Coach](#), [Givenchy](#), [Estée Lauder](#), [Hermès](#), [Jason Wu](#), [Kiehl's](#), [Marchesa](#), [Michael Kors](#), [Monique Péan](#), [The Row](#), [Salvatore Ferragamo](#), [Urban Outfitters](#), [W Magazine](#), [Yohji Yamamoto](#), and many more.

**Creative Director** at Dita

Full-Time 2018–2019

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Responsible for creative and marketing strategy; brand voice and image; retail presence and experience; and sales processes for [Alexander Wang](#), [Christian Roth](#), [Dita](#), and [Lancier](#). Orchestrated the most successful global launch in the history of the eyewear industry, holding fifteen events in fifteen cities in one week. Product sold out worldwide within days of hitting the market.

**Creative Director** at Tiffany & Co.

Contract 2017–2018

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Led a complete user experience redesign for the brand's global e-commerce presence, paving the way for rich personalization, deeply targeted storytelling, and benchmark-defining online client services across twenty regions.

**Creative Director** for David's Bridal

Freelance 2015–2018

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Drove the relaunch and sustained growth of the David's Bridal brand via the creation of strategic print, broadcast, and digital advertising; evergreen content; and social activations for each brand under the company's umbrella, including [Galina Signature](#), [Melissa Sweet](#), [Oleg Cassini](#), and [Zac Posen](#).

**Creative Director** at Laird & Partners

Contract 2016–2017

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Created advertising campaigns for [Tiffany & Co](#); led a brand definition initiative for [Four Seasons](#); developed a hyper-local global rollout strategy for [American Eagle](#)'s #WeAllCan campaign; directed [Jimmy Choo](#)'s 20th anniversary Icons campaign; developed [DKNY](#)'s #GoodMorningDKNY intimates campaign and social activations; and led the complete refresh of [Vince](#)'s brand identity and retail design language.

**Creative Director** at Select World

Full-Time 2014–2015

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Led and mentored the creative team in executing 360° strategic marketing campaigns, retail and packaging, and experiential activations for [Ascaya](#), [Clairol](#), [Halston Heritage](#), [Nioxin](#), [Sebastian](#), [Vision House](#), and [Wella](#).

**Creative Director** at Troubadour

Full-Time 2011–2014

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Employee #1. Built the brand and marketing team from the ground up; designed and developed the product line and brought it to market; and directed an in-house content studio devoted to sharing stories about craftsmanship.

**Education**

[Communication Design](#) at Parsons School of Design

[Advertising & Graphic Design](#) at School of Visual Arts

[Photography](#) at School of Visual Arts