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in RORYTISCHLER

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EXPERIENCE

THE FOOD GROUP

EXECUTIVE CREATIVE DIRECTOR, SEPTEMBER 2017-APRIL 2020

RESPONSIBILITIES

- + Built up a high-functioning creative team across Chicago and New York offices, recruiting top-tier talent to serve the agency's 20+ accounts.
- + Developed innovative brand and marketing strategies for clients including Tabasco, Mondelez, Perdue, Mars, and Anheuser-Busch InBev/ZX Ventures.
- + Established new systems, processes and trainings to empower the team to create best-in-class multi-platform campaigns across web, social, print and experiential.
- + Cultivated a network of photographers, videographers, editors, writers and designers committed to pushing the creative potential of both B2B and B2C clients.
- + Fostered new business growth by generating, executing and presenting powerful concepts with vision that push brands forward.

FOOD & WINE

CREATIVE DIRECTOR, NOVEMBER 2014-JUNE 2017

RESPONSIBILITIES

- + Oversaw F&W's Creative Lab, a full-service content studio handling all creative output for the F&W brand with a combined team of a dozen-plus, including art directors, designers, and writers—plus, countless freelance photographers, videographers, editors, stylists, etc.
- + Ideated, developed and executed \$1M+ custom branded-content programs—including video and photo shoots, digital content hubs, print advertorials and social media campaigns—for advertising partners, such as S.Pellegrino, California Department of Tourism, Lexus, KitchenAid and Chobani.
- + Served as creative lead for all brand events—20+ events annually—overseeing sponsor integration, event collateral and promotion; tentpole events included the FOOD & WINE Classic in Aspen and FOOD & WINE Best New Chefs.
- + Recruited and mentored a devoted team of designers, growing their talents while fostering brand loyalty.
- + Established and continued to refine pre-sale and post-sale workflows—from ideation through execution—maximizing efficiencies and minimizing production expenditures as the team's project count grew to more than 1,000 projects annually.

FOOD & WINE

SENIOR ART DIRECTOR, JANUARY 2009-OCTOBER 2014

SENIOR DESIGNER, APRIL 2005-DECEMBER 2008

CONDÉ NAST BRIDAL GROUP

DESIGNER, MAY 2003-MARCH 2005

RESPONSIBILITIES

- + Designed sales and marketing materials, brand ads and event collateral for *Brides*, *Elegant Bride* and *Modern Bride*.

NCG VISUALS

DESIGNER, NOVEMBER 2002-MAY 2003

RESPONSIBILITIES

- + Designed promotional and environmental materials for sports teams, including the NY Jets, the Nets, the Baltimore Ravens and the Cleveland Browns.

MONROE CREATIVE PARTNERS

DESIGNER, DECEMBER 2000-MAY 2002

RESPONSIBILITIES

- + Functioned as an in-house art department, working directly with clients, including the Port Authority of NY/NJ.

BEN MARKETING

JUNIOR DESIGNER, FEBRUARY 1999-NOVEMBER 2000

RESPONSIBILITIES

- + Designed and produced promotional materials for Coca-Cola and Holiday Inn.

EDUCATION

BOSTON UNIVERSITY

COLLEGE OF COMMUNICATIONS