

ROBERT WESTON BARRABEE

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SUMMARY

A creative leader with over 20 years of media industry experience. Proven success in running creative departments, overseeing budgets, negotiating deals, crafting campaigns, strategizing marketing spends, driving revenue, creating a wide array of promotional content, and launching brands from the ground up.

KEY SKILLS

Leadership | Strategy | Problem solving | Collaboration | Budget management | Revenue growth | Writing | Producing | Video Editing | Directing | Content creation | Social media management | Digital ad buys | AI prompts and editing | Premiums and activations | Email marketing | Client relationships | Contract negotiation

EXPERIENCE

iNDEMAND (Comcast/Charter/Cox Joint Venture), New York, NY – 2002 to Present

***Vice President, Creative* – 2018 to Present**

- Manage a team of 12+ creative professionals, as well as a multi-million-dollar annual marketing budget.
- Lead all creative initiatives across the company, including direct-to-consumer, B2B, and in-house. Promoted content includes Movies On Demand, Pay-Per-View events, professional sports packages (MLB Extra Innings, NBA League Pass, NHL Center Ice), and the streaming platform XUMO.
- Negotiate and execute annual Scope of Work agreements with business partners, including Cox, Charter, and XUMO. Collaborate and strategize with these partners regularly, to maximize returns.
- Oversee delivery of 6,000+ creative assets per year, which help drive \$200M+ in annual retail revenue.

***Executive Producer, Creative Services* – 2013 to 2018**

- Wrote, produced, directed, and edited promotional materials for iNDEMAND's numerous entertainment assets, including Movies On Demand, MLB Extra Innings, NBA League Pass, PBC boxing, and UFC.
- Supervised junior writers, producers, editors, audio engineers, and freelance motion graphic designers.
- Wrote and directed a weekly hosted promotional program that was available in nearly 5 million homes.

***Supervising Producer/Writer/Manager, Creative Services* – 2002 to 2013**

- Created promotional material for brands including Howard TV (Howard Stern's cable channel), Vutopia (a digital movie library), MOJO (a lifestyle cable channel), and WWE (professional wrestling).
- Materials included promos, trailers, hosted "promotainment," tutorials, radio promos, and interviews.

PPV.COM, New York, NY – 2021 to Present

***Vice President, Creative* – 2021 to Present**

- Oversaw creation of the entire PPV.COM brand identity, including logos, messaging, animations, templates, websites, and social media presence. Work to continuously evolve and improve that identity.
- Manage overall creative strategy and execution across all PPV.COM platforms, including website, apps, paid media, social, and email. Featured content includes PBC boxing, DAZN boxing, Sela Sports boxing, AEW wrestling, international soccer, and world-class concerts (like KISS).
- In less than four years, PPV.COM has amassed over 350,000 email subscribers and over 350,000 social media followers. Social content has over 200 million impressions and over 8.5 million engagements. In terms of revenue, PPV.COM now regularly outperforms the linear PPV platforms of its owner companies (Comcast/Xfinity, Charter/Spectrum, and Cox/Contour).

Early career experience as a Marketing Assistant at ICON plc (formerly MediMedia USA) and as a freelance writer for numerous local news publications.

EDUCATION

Princeton University, A.B. in English | GPA: 3.55 cumulative, 3.55 in department | Wrote over 1,000 pages of academic material | Served as a University-paid Calculus tutor | Played four years on the varsity football team