

ROBERT WESTON BARRABEE

VP, Creative & Brand Strategy | Creative Director | Executive Producer

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SUMMARY

Creative and marketing leader with 20+ years of experience managing high-impact teams across media, streaming, sports, and live entertainment. Proven success with brand building, multi-platform campaigns, and data-informed creative strategy. Expert in scaling creative operations, managing multimillion-dollar budgets, and launching brands from the ground up. Drove and supported \$200M+ in annual retail revenue for over a decade.

KEY SKILLS

LEADERSHIP - Team building | Brand strategy | Budget management | Contract negotiation | Mentorship

MARKETING - Integrated campaigns | Social & email marketing | Paid media | Audience growth | Revenue optimization

CREATIVE – Creative direction | Writing | Producing | Video editing | Directing | Content creation | Activations

EXPERIENCE

iNDEMAND (Comcast/Charter/Cox Joint Venture), New York, NY – 2002 to 2025

Vice President, Creative – 2018 to 2025

- Led and managed a 12-person creative team while overseeing a multi-million-dollar annual marketing budget.
- Headed all creative initiatives across DTC, B2B, and internal channels, aligning creative output with broader business and revenue goals.
- Supported the full suite of iNDEMAND verticals, including Movies On Demand, PPV events, professional sports packages (MLB, NBA, NHL), and the XUMO streaming platform.
- Negotiated and executed annual Scope of Work agreements with business partners, including Cox, Charter, and XUMO. Collaborated and strategized with these partners regularly, to maximize returns.
- Oversaw delivery of 6,000+ creative assets per year, directly supporting \$200M+ in annual retail revenue.

Executive Producer, Creative Services – 2013 to 2018

- Wrote, produced, directed, and edited promotional materials for iNDEMAND's entire content portfolio.
- 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).
- Wrote and edited promos, trailers, hosted "promotainment," tutorials, radio spots, and interview segments.

PPV.COM, New York, NY – 2021 to 2025

Vice President, Creative – 2021 to 2025

- Built and led the creative vision for PPV.COM from inception, establishing the full brand identity across web, apps, social, paid media, and email.
- Oversaw promotion of all PPV.COM content, including PBC boxing, DAZN boxing, Sela Sports boxing, AEW wrestling, international soccer, and world-class concerts (like KISS).
- Scaled the platform to 350,000+ email subscribers and 350,000+ social followers in under four years, delivering 200M+ impressions and 8.5M+ engagements. In terms of revenue, PPV.COM regularly outperformed the linear PPV platforms of its owner companies (Comcast, Charter, and Cox).

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 | 1,000+ pages of independent academic writing | University-paid Calculus tutor | Varsity football (4 years)