

RODNEY O'BYRNE

(970) 445.0037 rodnebyrne@gmail.com

SR. DIGITAL MEDIA STRATEGIST

Glenwood Springs, CO

PROFESSIONAL SUMMARY

Creative visionary with 30+ years of expertise in digital media, branding, and strategic communications. Proven ability to influence audience perceptions through emotionally resonant content and data-driven storytelling. Adept at leveraging emerging technologies to foster engagement, brand equity, and positive change. Skilled in managing cross-functional teams and aligning business objectives with innovative, customer-centric strategies.

MY PASSIONS

CREATIVE STRATEGY:

Branding, video production, motion graphics, content strategy

DIGITAL EXPERTISE:

AI integration, responsive design, design automation, training

LEADERSHIP:

Team management, cross-functional collaboration, thought leadership

ADVOCACY & COMMUNITY:

Youth mental health, behavioral health, nonprofit development

EXPERIENCE

July 2018 – Present

FOUNDER & PRINCIPAL CONSULTANT

oobCREATIVE | Glenwood Springs, CO

- Spearhead emotionally impactful campaigns with collaboration at the core.
- Strategize and produce creative content that aligns with audience needs, nurturing brand loyalty.
- Empower Gen Z through AI and media arts to foster personal and societal change.

Nov 2020 – Jun 2024

MARKETING & BRAND STRATEGIST

Mind Springs Health & Hospital
Glenwood Springs, CO

- Directed creative evolution across three brand channels, reaching diverse audiences.
- Produced multimedia campaigns, internal communications, and recruitment materials.
- Designed strategic responses to media challenges, reinforcing trust in the brand.

Jul 2018 – Jan 2020

DIRECTOR OF MARKETING

Aspen Strong | Roaring Fork, CO

- Revitalized mental health resource campaigns through donor segmentation and CRM optimization.
- Directed multimedia production to bolster fundraising and community outreach.
- Collaborated on strategies to secure annual donations and corporate sponsorships.

Jun 2015 – Jun 2018

CREATIVE DIRECTOR & PRODUCT DEVELOPER

The PLANTium Plant Database | Carbondale, CO

- Led product development and marketing, aligning design with business objectives.
- Enhanced user experience through web development and strategic content delivery.

Sep 2013 – Jun 2015

DIRECTOR OF WEB DEVELOPMENT

Footsteps Marketing | Carbondale, CO

- Optimized web operations to boost profitability and productivity.
- Developed e-commerce platforms and guided clients in transitioning to new digital systems.

1997 – 2011 Seattle, WA

AGENCY PRODUCER | PROGRAM MANAGER

Various Agencies (HL2, Publicis Worldwide, Microsoft)

- Delivered innovative campaigns for AT&T, Janus Mutual Funds, and MSN Entertainment.
- Produced large-scale interactive projects, including webcast for Microsoft's VP of Security.
- Pioneered live web streaming for major events like the Democratic National Convention.
- Multimedia design for live events, mobile platforms, national product launches and digital marketing campaigns. (Windows Mobile, HTC)

EDUCATION

B.A. in Communications (Broadcasting)
Loyola University New Orleans

TECHNICAL PROWESS

Adobe Creative Suite, Davinci Resolve, Canva
WordPress, MySQL, Java, APIs, HubSpot
HTML, CSS, PHP, XML, and responsive design
Marketing automation, CRM optimization, AI tools

NOTABLE ACHIEVEMENTS

- Youth Advocacy: Founder of oobYOUTH initiative, empowering Gen Z in creative media.
- Strategic Innovation: Designed AT&T's first MMS mobile campaign.
- Crisis Communications: Managed cross-agency branding during high-profile media challenges.
- Tech Integration:

CERTIFICATIONS & SKILLS

- Advanced Video Production & Editing
- Mental Health Advocacy
- Community Outreach
- Leadership & Change Management
- Brand Equity Development
- Conversion Optimization
- Start-up & Launch Organizations