

# BOBBY SCHARFF

2-Time Emmy Award Honoree Content & Design Producer with extensive experience in Brand Marketing, Digital & Print Media Production, Content Creation and Graphic Design.

Detail oriented to maintain quality assurance and brand identity. Skilled in workflow organization, communication and project management with a strength in prioritizing and coordinating tasks. Ability to excel in a fast-paced environment with evolving responsibilities and tight deadlines.

## CONTACT

Cell: (530) 632-6293  
bobby.scharff@gmail.com  
San Francisco, CA  
94102

## SKILLS

Adobe CC:  
Photoshop  
Illustrator  
After Effects  
Premiere  
InDesign

Avid Media Composer  
WordPress  
Office 365

## EDUCATION

B.A. Degree:  
Broadcast & Electronic  
Communication Arts  
San Francisco State  
University  
San Francisco, CA  
2007 - 2012

## PROFESSIONAL EXPERIENCE

### **Boudin Bakery - Marketing Department, 12/2016 - Present Content & Design Producer**

Manage digital and print marketing communication, promotional campaigns and collateral for various media platforms such as web, social, in-restaurant, e-mail marketing and ad signage. Fulfill company goals, initiatives and executions by prioritizing projects to ensure timely completion.

- Create all branded content for web and print
- Schedule marketing promotions
- Provide collateral for product launches
- Design digital ad campaigns
- Fulfill media requests & field produce
- Deliver brand assets to vendors
- Work with media buying agency
- Manage website and social media content

### **Live Sports/Events Production - SF Bay Area, 3/2013 - Present Graphics & Video Playback**

Collaborate with Producers to display content for in-game board show presentation at numerous SF Bay Area collegiate and professional sports venues. Handle the tasks of designing and coordinating graphics for teams, as well as their sponsors, working within guidelines of ad campaigns and style guides. Ensure all necessary elements have been delivered while providing quality control and adjusting to live production changes.

- Communicate with corporate partners
- Format content to venue specifications
- Operate playback devices
- Daktronics Show Control
- Collaborate with Producers
- Create and manage deliverables

### **San Francisco Giants - SFG Productions, 3/2012 - 4/2015 Digital Media & Archive Assistant**

Managed digital archive by assisting in the catalog process through efficiently logging metadata to maintain an organized media library. Provided necessary footage to in-house production team editors as well as fulfilling footage requests from production houses and ad agencies. Assisted in creating and loading game day elements required for the in-game board show presentation.

- Managed media archive
- Communicated media library inventory
- Built B-Roll packages
- Loaded content for in-game presentation
- Designed player headshots
- Fulfilled footage requests
- Experienced in video compressions
- Field produced