

RUSSELL GINNS

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EXPERTISE

Audience engagement
from kids to CEOs

Digital strategy and brand
management

Audio, video and software
production

Writing and ideation

UX and instructional design

CLIENT/BRAND HISTORY

2U
Anheuser Busch
Barnes and Noble
Girls Scouts of America
Hooked on Phonics
Houghton Mifflin
Hasbro
The Learning Company
Library of Congress
Marriott
NASA
Nintendo
PBS
Random House
Sandviks
Sears
Segasoft
Sesame Street
Simon and Schuster
Sylvan Learning
UNICEF
USA Today
WHO

PROFILE

A creative executive with experience across all media.

From corporate presentations to book series and science programs, a product development leader with unique storytelling and creative skills.

Leads teams large and small to create interactive experiences and products that meet client needs with a track record in both educational and consumer entertainment markets.

Ensures that storytelling and learning remain engaging and meaningful as platforms change and technologies evolve.

RECENT EXPERIENCE

RG Innovations (Washington, DC)
Executive Producer (2015-Present)
Produced videos, mobile apps, books and games for Random House, 2U, Anheuser Busch, Houghton Mifflin, NOOK and Cricket Media.

PlayScience (Washington, DC)
SVP, Creative and Production (2014-2015)
Digital strategy and product development for toy and media brands, including Berlitz, Discovery and the GSUSA Digital Cookie campaign.

Big Yellow Taxi (NY, NY)
Creative Director (2010-2013)
Developed digital and print content for UNICEF, Sears, K-Mart, USA Today, WHO, Sandviks and Sesame Workshop.

Sylvan Learning (Baltimore, MD)
Sr. Director of Product Development (2004-2009)
Product development from iteration through production and promotion. Led the creation of more than 300 products, including videos, digital games, books, stories, and learning kits. Managed \$4M annual production budget. Reinvented Hooked on Phonics system and developed all print, video and interactive content.

American Assoc. for the Advancement of Science (Washington, DC)
Director of Content (2001-2003)
Produced online games, simulations and hands-on science activities. Developed web games for NASA websites. Led training sessions in schools, recreation centers, and Air Force bases.

EDUCATION

University of Michigan, BA, English

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