

# Ruben Frias

Creative Direction  
United States

View the full portfolio at <http://www.thecreativefinder.com/ruben>

## Professional Experience and Curriculum Vitae

Creative Director with over 20 years experience leading creative and emerging technology initiatives, developing and rapidly growing business units, motivating teams, effectively forming strategic alliances with global business partners for Walt Disney and Warner Music Group.

Led creative vision for the Disney Family Network of sites and developed original content for ad sales opportunities and strategic sponsorships. This last year, committed a strong focus on multi-touch computing to repackage content for cross-platform distribution. Responsible for all Creative Direction of the Disney Family Network of sites including.

GetHatched.com(New York)  
DisneyFamily.com  
FamilyFun.com (New York)  
ThePossibilityShop (Jim Henson)  
HastyTasty (Iron Chef Cat Cora and The Muppets)  
Kaboose.com (New York)  
Babyzone.com (Los Angeles and New York)

## Previous Clientele

Digital Strategist

Creative Direction  
Brand Integration (TV, Web, Mobile)  
Original and Branded Content Development: TV and Web  
Integrated Marketing & Promotions  
Cross-Platform Production  
Content Monetization  
Client Management  
New Media Brand Partnerships

Walt Disney Interactive Media Group  
Co-branded and branded entertainment experience for internal and external clientele:  
Target  
Clorox  
Johnson & Johnson  
Sara Lee  
Honda  
Toyota  
GMC  
Jim Henson Productions

## Awards and Accolades

CREATIVE DIRECTOR

Walt Disney Interactive Media Group

Oct 2004 – Sept 2010

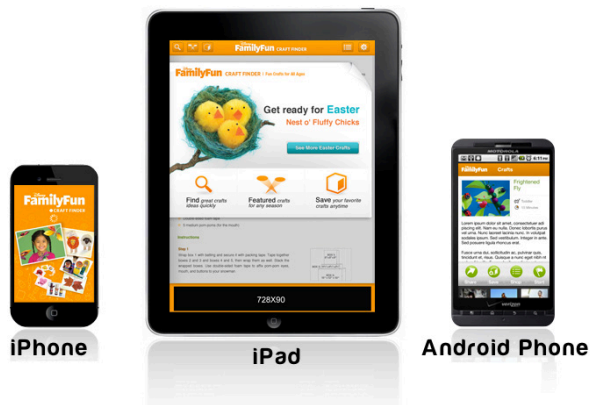
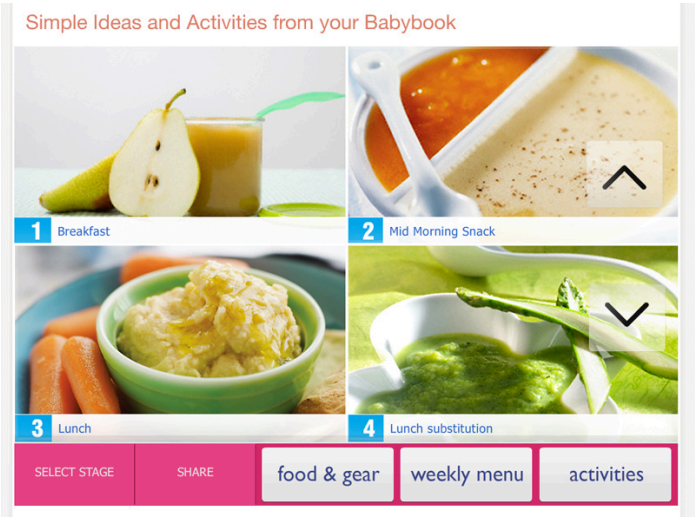
Responsible for the Creative Vision of the Disney Family Network of sites including

15b Lloyd Road Singapore 239098 (co. reg. 201004398N)  
helpdesk 656.227.2902, fax 656.227.0213

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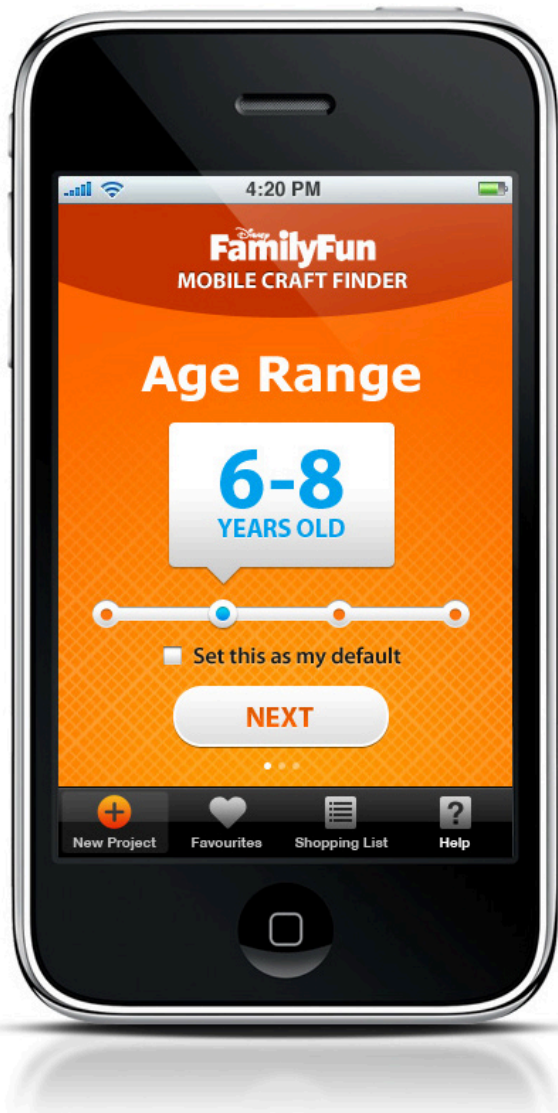
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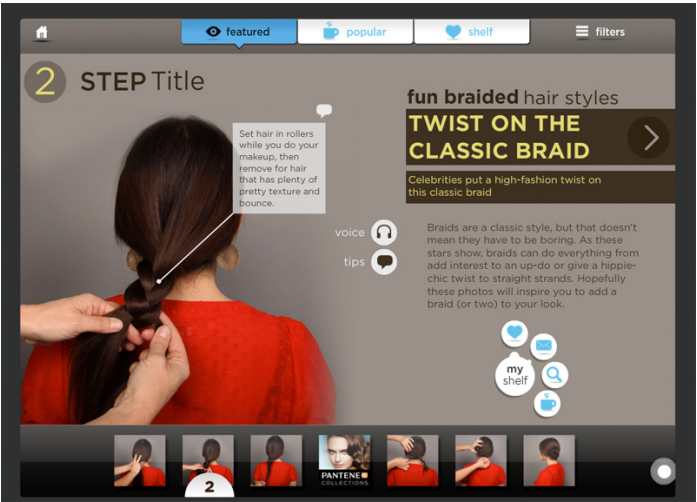


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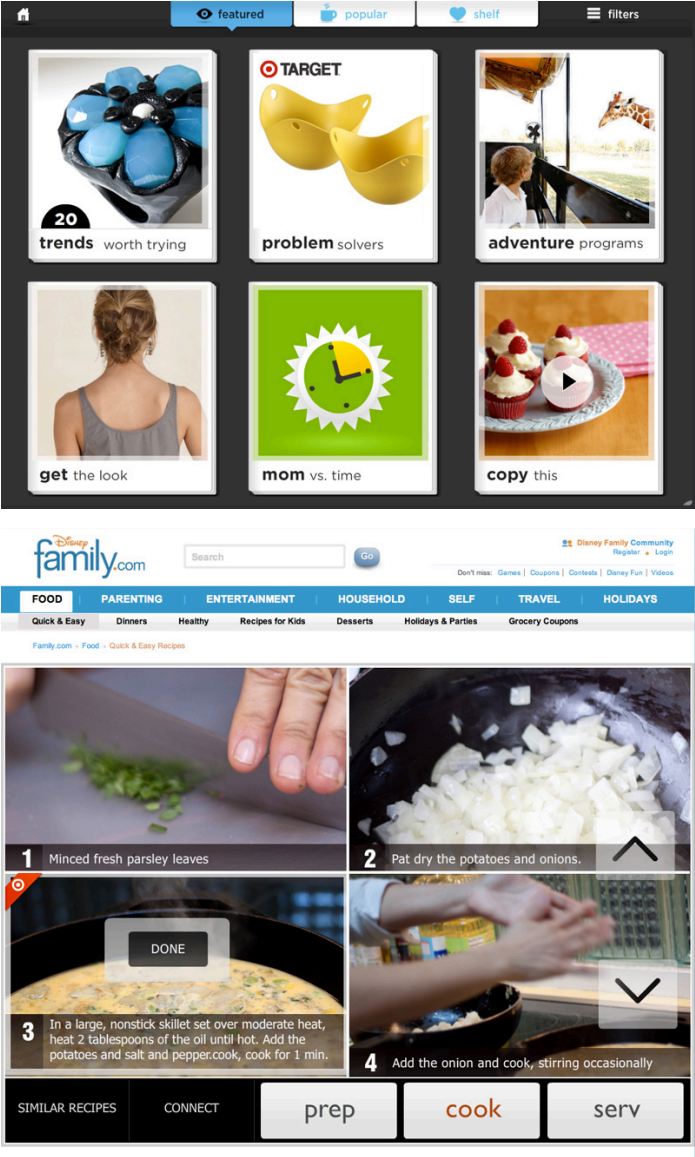
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