



ROBINSONDESIGN
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ABOUT ME

Strategic and Innovative Marketing leader who translates business goals into marketing plans that improve performance, profitability and growth. Highly competent in graphic design, with emphasis on packaging, brochure, branding, layout, and web design. Excellent verbal and visual communication skills with proficiencies in delivering detailed presentations and forming long-lasting relationships with executives, peers, and clients. A brand developer and influencer with strong time management skills, a strict attention to detail, and the capacity to work well within fast-paced and time-sensitive environments.

PROFESSIONAL EXPERIENCE

2020 to Present
MIZZEN+MAIN
Creative Director
Dallas, TX

Creative lead for performance menswear brand leading digital and retail marketing to create compelling experiences to engage our consumers.

8/2016 to 1/2019
JACK BLACK
Creative Director
Dallas, TX

Ensured that client needs were met through directly overseeing the creation and development of packaging, advertising, digital, and brand-building materials. Promoted existing and emerging global market growth by coordinating key marketing initiatives. Headed organizational success and performance through building a cross-functional team of copywriters, packaging designers, project managers, and junior/senior creatives.

10/2014 to 8/2016
BEAUTICONTROL
Executive Director of Creative
Dallas, TX

Drove organizational excellence and brand awareness across three international markets by leading the design and development of live stream campaigns, digital/web advertising, catalogs, direct mail materials, packaging, and more for over 400 products across 27 cosmetics, skincare and health and beauty product lines. Delivered high-quality services by managing a diverse team of bilingual copywriters, photographers, web designers/developers, creatives, and project managers.

2/2012 to 5/2014
VICTORIA'S SECRET
Creative Director
Columbus, OH

Streamlined daily operations through leadership of seasonal/individual campaign brand launches. Managed photoshoots (both master and sub brands), direct mail initiatives, packaging design, and more by working in conjunction with key partners. Forged concrete relationships with both internal and external partners through maintaining regular communication and collaboration opportunities. Established strong, collaborative teams by facilitating a welcoming work environment and collaborative partnerships among staff.

12/2007 to 12/2011
INTERBRAND
Associate Creative Director
Cincinnati, OH

Supported CPG and corporate branding through developing/implementing unique and innovative marketing strategies. Aided in the development of new business and potential pitches by creating/delivering dynamic presentations. Promoted growth and expansion among more than eleven global beauty accounts through concept to launch of creative product and brand strategies.

ADDITIONAL EXPERIENCES

Lane Bryant – Art Director, Reynoldsburg, OH – 2005 to 2007
Express – Graphic Designer, Columbus, OH – 2001 to 2004

EDUCATION

BFA, Graphic & Advertising Design
Columbus College of Art & Design,
Columbus, OH

AREAS OF EMPHASIS

- + Pre-Press/Print Production
- + UX Design
- + People Management
- + Creative Development
- + Social Media Marketing
- + Graphic Design
- + Photography
- + Digital Marketing
- + Publication Design
- + Brand Identity Development
- + Typography
- + Corporate Branding
- + Complex Problem Resolution
- + Package Design
- + Project Management

AWARDS & HONORS

- Platinum Hermes Creative Award, Packaging & Brand Experience – (2019)
- Platinum Hermes Creative Award, Packaging – (2011)
- Creative Best Award of Excellence – CSCA (2005)
- Creative Best Award, Best of Category – CSCA (2005)
- Creative Best Award, Best of Show – CSCA (2005)
- Merit Award, International Design Competition – How Magazine (2003)
- Creative Best Award – Best of Category – CSCA (2002)

TECHNICAL PROFICIENCIES

Adobe Creative Suite (Illustrator, Photoshop, InDesign, Bridge, Acrobat, Adobe XD); Dreamweaver; Flash; Microsoft Office Suite; Workfront