



ROBIN BLANEY

GRAPHIC & WEB DESIGNER | MANAGER | PHOTOGRAPHER

robinblaney.com

linkedin.com/ robinblaney

instagram.com/robin.blaney

BIOGRAPHY

Accomplished, tech-savvy, creative, and highly resourceful self-starter seeking to apply expertise in management, graphic design, web design, package design, communications, photography, and project management to a rewarding and challenging position.

ACCOMPLISHMENTS

WEB & GRAPHICS DESIGN

- Designed and built branding and branding guidelines for varied clientele
- Designed complex and sustainable packaging solutions for CBD and Cannabis products
- Managed client relations, project management, & implementation of web/design projects
- Designed WordPress websites using Divi and Avada themes with custom CSS styling
- Wrote & designed info-graphics to increase understanding of company goals & initiatives

PHOTOGRAPHY & VIDEOGRAPHY

- Shoot a wide range of subjects with expertise in natural or studio lighting & equipment
- Built diverse portfolio of product, portrait, head-shots, event & website photography
- Manage client relations, project management, & implementation of photography projects
- Wrote, edited, and produced videos to increase engagement through social media
- Wrote, edited, & produced videos to increase understanding of company goals/initiatives

COMMUNICATIONS & MARKETING

- Self-started business building clientele through Google, web, and social media presence
- Organized tradeshow events gaining new customers through promotion of products
- Managed integrated social media platform accounts for multiple clients and vendors
- Using current SEO techniques, built online presence for multiple clients and companies

OPERATIONS/MANAGEMENT

- Led company from idea/concept to fully functioning organization in 3 years time
- Implemented bi-annual employee self-assessment Performance Review program
- Managed a team of 7 employees: trained & provided guidance as needed
- Implemented integrated solution to Customer Relations Management system
- Human Resources: interviewed, hired, and on-boarded all new employees
- Tracked budgets & ordering, maintained relationships/communication with vendors
- Instituted workflows and processes, standardizing all operational procedures (SOP)

PROJECT MANAGEMENT

- Managed content creation & timeline of monthly newsletter for 500+ person organization
- Established process for updating and maintaining goals for global leadership team
- Implemented an employee rewards & recognition program for a 200+ person organization
- Developed gamification program for review process using 3D printed game piece designs
- Led the move of a 75+ person team to a new office building
- Coordinated leadership conf., Holiday parties, offsite meetings, and picnics for 500+ team
- Consolidated billing for 20 company location's telecom services, saving over 25K annually
- Implemented company-wide paperless filing system using scan-to-file software

EDUCATION/TRAINING

WordPress Essential Training - Lynda.com · **WordPress DIY : Setting Up WordPress** - Lynda.com · **WordPress Ecommerce : WooCommerce** - Lynda.com · **CSS Core Concepts** - Lynda.com · **Photography 101** - Lynda.com · **Premiere Pro CC : Essential Training** - Lynda.com · **Photoshop 1 & 2** - SRJC · **Adobe Illustrator 1** - SRJC · **Digital Photography** - SRJC · **35 Hours of Project Management Training** - Velociteach · Additional Business Administration and General Education - SRJC maintaining a **4.0 GPA** throughout

EXPERIENCE

GENERAL MANAGER
January 2022 - February 2023

Vaper Tip/Kind Supply Direct

ART DIRECTOR
January 2019 - January 2022

Vaper Tip/Kind Supply Direct

WEB & GRAPHIC DESIGNER
April 2016 - March 2020

Web People Media

PHOTOGRAPHER
April 2016 - Present

Robin Blaney Photography

GRAPHIC DESIGNER
November 2018 - March 2019

Treatibles

OFFICE MANAGER
March 2018 - November 2018

National Eczema Association

COMMUNICATIONS SPECIALIST
September 2012 - April 2016

Autodesk, Inc.

SKILLS

Illustrator	<div style="width: 95%;"></div>
Photoshop	<div style="width: 95%;"></div>
InDesign	<div style="width: 85%;"></div>
Premiere Pro	<div style="width: 95%;"></div>
WordPress	<div style="width: 95%;"></div>
CSS/HTML	<div style="width: 60%;"></div>
Photography	<div style="width: 95%;"></div>
Drive/Office	<div style="width: 95%;"></div>

REFERENCES

Michael Fleck | Vaper Tip & KSD Owner
(707) 490-9000 | fleck@vapertip.com
Jacquelyn Buchanan | Client & Mentor
(707) 486-5887 | jj55buchanan@gmail.com
Andy Sewell | Autodesk Colleague
(415) 471-4475 | andysewell@gmail.com
Mark Gunn | Communications Director
(707) 636-4866 | mark.gunn@autodesk.com