robinblaney.com

linkedin.com/robinblaney in instagram.com/robin.blaney

GRAPHIC & WEB DESIGNER | MANAGER | PHOTOGRAPHER

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

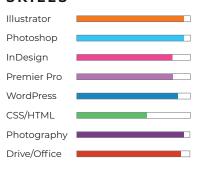
GRAPHIC DESIGNER November 2018 - March 2019 **Treatibles**

OFFICE MANAGER
March 2018 - November 2018

National Eczema Association

COMMUNICATIONS SPECIALIST September 2012 - April 2016 **Autodesk, Inc.**

SKILLS



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