



robi@robibare.com • robibare.com

: PROFILE :

Outgoing and passionate, with a not-so-hidden love of adventures in traveling, animals, and cooking. Embraces her inner geekiness and perfectionism, especially when dealing with kerning, leading, guidelines, grids and web analytics. Highly versed in collaboration with development, analytics, search marketing and account teams. Productive and organized while multitasking in fast-paced environments. 120% dedicated to getting a project done on time and correctly. Continuously pushing the limits of design to produce work that is bigger, better, bolder.

: DESIGN EXPERIENCE :

Web Designer | SILVERPOINT HOTELS & RESORTS • 11.10 | Present
Develop marketing strategies, support ongoing campaigns and design for all company products. Projects include: websites, mini-sites, identity/branding, email campaigns, packaging and event collateral.

Graphic Designer | SUGAR & SPICE TRADING CO. • 11.10 | Present
Work with owner to design and develop brand/identity, interior design, website, packaging, collateral systems, print media, social marketing strategy and loyalty programs.

Graphic Designer | YEN YOGA & FITNESS • 06.09 | Present
Work with Marketing Director to develop and support ongoing lead generation campaigns and brand development strategies. Projects include: design and development of email campaigns, branding/identity and print collateral.

Graphic Designer | FREELANCE • 11.08 | Present
Work with clients ranging from Mom & Pop to Fortune 500 to create websites, web marketing strategies, email campaigns, print collateral and branding/identity solutions.

Art Director | FIM GROUP • 11.08 | Present
Worked with the Communications Director to develop a rebranding strategy and implement ongoing campaigns. Projects include: print ads, stationary, direct mail, newsletter, brochures, flyers and website.

Graphic Designer | SPARK! MARKETING • 11.08 | 12.10
Collaborated with the Creative Director to develop and support strategic campaigns for several of the agency's clients. Projects included: identity/branding, newsletters and print collateral.

Graphic Designer | ORIGAUDIO • 05.09 | 12.10
Develop and support marketing campaigns and web development for all company products. Projects include: website, mini-sites, packaging, identity/branding and event collateral.

Graphic Designer | MONDO ROBOT • 06.09 - 12.09
Collaborated with Art Directors to develop and support campaigns for Microsoft and other clientele.

Graphic Designer | FACTION MEDIA • 08.06 | 10.08
Developed and supported campaigns for company's wide range of clients, including several Fortune 500 clients. Directed workflow of print production, press checks, supervised and trained interns/freelancers, art direction of photoshoots/video production. Projects included: corporate websites, direct mail/email campaigns, mini-sites, identity/branding, event planning/decor and internal collateral systems.

Internship | THE BRAINSTORM GROUP • 01.06 | 03.06
Worked with Art Directors to develop and support campaigns for many of company's clients, including *Fortune 500* clientele. Projects included identity design, direct mail pieces, brand positioning research, and ad campaigns.

Design

is the application of intent – the opposite of happenstance, and an antidote to accident.

: Robert L. Peters

: EDUCATION :

BACHELOR OF THE ARTS DEGREE
in Graphic Design

The Art Institute of Colorado - *Spring 2006*

: TECHNICAL SKILLS :

- Adobe CS5
- Microsoft Office Suite
- XMPie
- iWork Suite
- HTML & CSS
- Press checks
- Mac/PC Platforms
- WordPress

: CLIENT LIST :

- Microsoft
- Avaya
- Johns Manville
- EAS
- Atticus Clothing
- FIM Group
- TW Telecom
- The Palmyra Resort & Spa
- OrigAudio™
- TBA Credit Union
- Rocky Mountain Elk Foundation
- Safe Harbor Lab Rescue

: RESULTS :

The Avaya Likely Buyers Acquisition Campaign was a resounding success, putting traditional direct response results to shame.

- 17,857 total quantity mailed
- 1,568 total responses
- 8.78% response rate
- \$57.8 million in new projected annual recurring revenue

: AWARDS :

- **2009 BMA Gold Key – TW Telecom**
Re-Branding: Corporate branding campaign
- **2009 BMA Gold Key – TW Telecom**
Total B2B Campaigns: Campaigns for which production and media costs were between \$50,000 and \$250,000 during a 12-month period
- **2009 BMA Gold Key – Johns Manville**
Newsletters / Magazines
- **2009 BMA Gold Key – 5280 Solutions**
Branding: Corporate Identification Program
- **2009 BMA Silver Key – TW Telecom**
Online Branding Campaigns
- **2009 XM Pie "Best of the Best"**
for B2B Cross-Media Marketing Campaign
- **2008 Best B2B Website**, B2B Magazine