

ROBERT CONKLIN

Web Designer | Photographer | Creative

contact@robertconklin.co

www.robertconklin.co

419-706-0788

Now

I work to create innovative solutions that inspire and foster memorable relationships between brands and their clients. Knowledgeable in multiple visual problem solving techniques, I strive to create usable and polished products through passionate and deliberate creativity.

My Wheelhouse

Web Design, HTML, CSS, JavaScript, PHP, UX Design, Wire-Framing, Prototyping, WordPress, Magento, SEO, SEM, Market Research, Page Layout, Interaction Design, Email Marketing, Social Media Marketing, Photography, Graphic Design, Pre-Press Production

My Favorite Tools

Photoshop, InDesign, Illustrator, Lightroom, Adobe XD, Google Analytics, Google Data Studio, Google Tag Manager, Basecamp, Canon 5d mkiii and all its lenses

Education

Bowling Green State University | Dec 2017
Visual Communication Technology Bachelor of Science

Certifications

Google Analytics Certification | Apr 2019
Proven knowledge and understanding of advanced Google Analytics concepts and practices

Remote Pilot Certification | Mar 2018
Certified to operate and oversee small-unmanned aircraft systems (drones) professionally

Ecommerce Content Coordinator

Ryman Hospitality Properties | Feb 2019-Present

- Managing five brand websites and providing updates and maintenance
- Collaborating with marketing team to devise new campaigns and strategy
- Identified and fixed UX issues on retail sites which attributed to an 112% increase in conversion
- Established tag tracking across websites to gather more granular data on how customers are interacting with the platform and products
- Created auto generating and easy to digest analytic reports with Data Studio to present monthly reports to executive decision makers
- Assist with planning and directing photo shoots for product and lifestyle images
- Project Manager for Amazon storefront integration with CMS to incorporate an additional revenue channel
- Automated repetitive tasks to increase team efficiency, resulting in a month of work being completed in a day

Freelance Creative

Robert Conklin Creative | Aug 2016 - Present

- Worked on projects for Google, Cracker Barrel, Lensball, USPS and multiple other brands
- Helping small businesses enhance their online presence by designing websites, social media content and SEO
- Providing Google Analytic reports to help drive more traffic to their channels through strategic planning, A/B testing and QA tests

Then

Production Artist & Graphic Designer

Aardvark Screen Printing & Embroidery | Aug 2017 – Aug 2018

- Provided a website overhaul which streamlined our quoting process
- Established new workflows to coordinate better communications between departments
- Created and digitized client's concepts or artwork
- Pre-Press technician, prepared artwork for print production

Creative Manager

88.1 WBGU-FM | Jan 2015 – Dec 2017

- Rebranded radio station for 70th anniversary which contributed to a higher digital reach, resulting in an increase in membership by 300%
- Designed and developed new website to showcase events, blog posts, and give listeners the ability to stream content online
- Collaborated with sponsors to cross promote brands through social media channels to drive revenue and customer acquisition for all parties
- Branded events and led the marketing team to sell out local venues through creative and experiential advertising campaigns
- Designed band and event posters, t-shirts, banners, promotional materials and digital assets
- BEA Honorable Mention for Station of the Year for strong branding, digital presence and unique live events

Lead Supervisor of Photography

Kaman's Art Shoppes at Cedar Point | Apr 2017 – Oct 2017

- Led a team of 20 photographers and strategically utilized them around Cedar Point
- Coached and provided feedback to improve photography team's image quality and performance
- Analyzed and reported park photography sales to identify new ways to increase photo revenue

Communications Specialist

The Open Shutter Photography | Jan 2010 – Dec 2014

- Managed social media channels and online communications with existing and potential clients
- Designed marketing materials for online and print use
- Coordinated with vendors to produce high quality printed marketing materials
- Managed website content and provided maintenance support

Thanks for reading

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