



ELLIOTT ROBINSON

CREATIVE DIRECTION | TEAM LEADERSHIP | BRAND PROFESSIONAL

ELLIOTTROBINSON.COM | ELLIOTTEZRA@GMAIL.COM | LINKEDIN.COM/IN/ELLIOTTROBINSONDESIGN | 978.273.1121

DESIGN

Animation, Creative Direction, Audio/Video Production, Corporate Branding, E-mail, Presentation, Print, Social Media, Team Management, User Experience (UX), Web Development

SOFTWARE

Adobe CS:

Animate, Audition, Dreamweaver, Express, Firefly, Illustrator, InDesign, Lightroom, Photoshop, Premier

Microsoft 365:

Excel, PowerPoint, Visio, Word

Other:

Canva, Creatopy, Figma

ELECTRONIC MARKETING

Ceros, Eloqua, Sitecore, Wordpress, Workfront, Wrike

PROGRAMMING

ActionScript, CSS, HTML

EDUCATION/CERTIFICATIONS

BFA, Graphic Design

Maine College of Art

Certificate, UX Design

General Assembly

PROFESSIONAL ASSOCIATIONS

American Institute of Graphic Artist (AIGA), Boston Chapter

Strategic creative executive with 20+ years of experience leading brand, design, and multidisciplinary creative teams within complex, matrixed organizations. Proven partner to executive leadership, driving enterprise-wide brand transformation, operational excellence, and high-impact creative that aligns business strategy with customer experience. Known for building scalable teams, modernizing creative operations, and championing innovation.

INFORMA MARKETS – MANUFACTURING

CREATIVE DIRECTOR

MARCH 2022 – PRESENT

- » Serve as senior creative leader partnering with executive stakeholders to translate business strategy into cohesive, enterprise-level brand and creative vision overall tradeshow and media manufacturing.
- » Champion and operationalize the One Informa global branding initiative, aligning multiple business units under a unified brand system while preserving individual market strategies.
- » Established and lead the E/E Creative Group, a cross-business creative leadership forum driving consistency, shared standards, and innovation across distributed teams.
- » Build scalable creative operations by improving intake, workflows, and SLAs, reducing rework, accelerating timelines, and increasing stakeholder satisfaction.
- » Advise senior leadership on brand governance, visual identity systems, and long-term creative roadmap.
- » Lead and mentor creative managers and senior creatives, fostering a culture of accountability, growth, and experimentation.
- » Integrated AI tools and emerging technologies into creative workflows to improve speed, quality, and strategic capacity.
- » Strengthened executive trust through clear communication, proactive leadership touchpoints, and data-informed decision making.

SR. MARKETING MANAGER

FEBRUARY 2021 – FEBRUARY 2022

- » Establishment of an engineering central marketing creative team to enhance internal capabilities, including animation, video production, tradeshow graphics, and social media asset creation.
- » Implementation of Wrike as the engineering team's project management system to improve accountability, track project progress, provide actionable data, and identify opportunities for process optimization.
- » Development of a Service Level Agreement (SLA) document and corresponding creative brief to ensure stakeholders adhere to approved workflows with the goal of improving customer service and reducing asset creation timelines.
- » Enhancement of creative output by increasing the use of kinetic and video production tools (Premiere, Animate, After Effects), animated social posts (GIFs and HTML), digital event outreach (responsive email templates via Eloqua), and interactive promotional content.

ELLIOTT ROBINSON CREATIVE

CREATIVE DIRECTOR AND DESIGNER – FREELANCE

APRIL 2020 – DECEMBER 2023

- » Expertise in creative direction and design, offering a proven track record in brand strategy and voice, interactive experiences, data visualizations, infographics, advertising, branding systems, logos, email campaigns, presentations, newsletters, thought leadership, social media, UX, and case studies. Skilled in crafting impactful, cohesive, and innovative solutions that drive engagement and elevate brand presence.

GUIDEHOUSE (ACQUIRED NAVIGANT IN OCTOBER 2019)

TEAM BRAND MANAGER AND CREATIVE LEAD

APRIL 2011 – MARCH 2020

- » Led enterprise brand and creative strategy in close partnership with the CMO and senior marketing leadership.
- » Directed company-wide rebranding initiatives, ensuring global compliance across all internal and external touchpoints.
- » Built, managed, and mentored an internal design team while overseeing external agencies and vendors.
- » Oversaw creative budgets and delivered a 15% cost reduction through smarter resourcing and technology adoption.
- » Reported regularly to executive leadership on creative performance, brand health, and strategic initiatives.
- » Established templates, standards, and review processes that improved efficiency, quality, and brand consistency.

GRAPHIC AND MULTIMEDIA SR. DESIGN COORDINATOR

NOVEMBER 2003 – MARCH 2011

PHYSICIAN EDUCATION, INC. (PHYSICIANED)

PROJECT TEAM MANAGER, MULTIMEDIA DESIGNER

AUGUST 1998 – OCTOBER 2003