



ELLIOTT ROBINSON

CREATIVE DIRECTION | TEAM LEADERSHIP | BRAND PROFESSIONAL

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

SKILLS

Brand Strategy, Creative Leadership, Cross Functional Collaboration, Creative Operations, Integrated Campaign Development, Brand Governance, Stakeholder Management, Team Development, Resource Management, Tradeshow and Experiential Design, Change Management, Data Driven Decision Making, AI Enabled Creative Workflows, Executive Communication, Enterprise Rebranding, User Experience (UX), and Web Development

SOFTWARE

Adobe CC:

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

Other:

Canva, ChatGPT, Creatopy, Elysia, 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

I help organizations turn business goals into clear, effective creative work. I lead creative teams, partner with executive stakeholders, and build processes that improve collaboration, efficiency, and creative quality. I focus on developing people, strengthening creative operations, and creating work that supports business growth and stronger brand experiences.

MANUFACTURING BY INFORMA

CREATIVE DIRECTOR

2022–2026

- » Led a team of three internal designers (video, print, and digital) and multiple outsourcing partners, collaborating with executive stakeholders to translate business strategy into cohesive, enterprise-level brand and creative vision for six media and ten tradeshow event brands.
- » Championed and operationalized the One Informa global branding initiative, aligning multiple business units under a unified brand system while preserving individual market strategies.
- » Established the E/E (Engage/Exchange) Creative Group, a cross-business creative leadership forum driving consistency, shared standards, and innovation across multiple portfolios.
- » Reduced delivery timelines by 10% and increased stakeholder satisfaction through more efficient project execution by establishing scalable creative operations, analyzing workflow data, identifying bottlenecks, and partnering with stakeholders to improve intake processes, workflows, and SLAs.
- » Advised senior leadership on brand governance, visual identity systems, and long-term creative roadmap that leads to better brand recognition in the marketplace and client engagement.
- » Managed and mentored 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.

SR. CREATIVE MARKETING MANAGER

2021–2022

- » Reduced reliance on external resources by 95% with the 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.
- » Reduced asset creation timelines by 20% through the 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.
- » Enhancement of creative output by increasing the use of kinetic and video production tools (Premiere, Animate, After Effects), animated social posts (GIFs and HTML), interactive promotional content, and digital event outreach.

ELLIOTT ROBINSON CREATIVE

CREATIVE/ART DIRECTOR AND DESIGNER – FREELANCE

2020–2023 | 2026–PRESENT

- » I provide creative direction and design expertise focused on building impactful brand experiences across digital, print, and experiential platforms. My work spans brand strategy, advertising, presentations, thought leadership, infographics, and case studies, transforming complex ideas into cohesive visual narratives that strengthen engagement and brand presence.
- » I combine strategic thinking, strong visual storytelling, and efficient creative workflows with emerging AI and design technologies to deliver innovative, scalable solutions for both established organizations and growing brands.

GUIDEHOUSE (ACQUIRED NAVIGANT IN OCTOBER 2019)

TEAM BRAND MANAGER AND CREATIVE LEAD

2011–2020

- » Led a team of five designers to oversee 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

2003–2011

PHYSICIAN EDUCATION, INC. (PHYSICIANED)

PROJECT TEAM MANAGER, MULTIMEDIA DESIGNER

1998–2003

- » Built and led a team of six designers, overseeing hiring, training, workload planning, and performance development.
- » Established the in-house print design department, bringing marketing collateral and product packaging design under one team.
- » Served as lead product designer, creating the user interface and producing multimedia content, including audio and video editing.