



ELLIOTT ROBINSON

CREATIVE DIRECTION | TEAM LEADERSHIP | BRAND PROFESSIONAL

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

SKILLS

Cross Functional Collaboration, Integrated Campaign Development, Tradeshow and Experiential Design, Change Management, Data Driven Decision Making, AI Enabled Creative Workflows, Executive Communication, Enterprise Rebranding, User Experience (UX), Web Development

TECHNICAL SKILLS

Adobe CC:

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

Other:

Canva, ChatGPT, Creatopy, Elysia, Figma, Ceros, Eloqua, Sitecore, Wordpress, Workfront, Wrike

PROGRAMMING

ActionScript, CSS, HTML

EDUCATION/CERTIFICATIONS

BFA, Graphic Design
Maine College of Art

Certificate, UX Design
General Assembly

Creative and operational leader focused on aligning brand strategy with business goals across complex organizations. Leads teams, develops talent, and partners with executive stakeholders to deliver consistent, high-quality creative work at scale. Builds scalable processes, workflows, and systems that improve efficiency, increase visibility, and support organizational growth.

MANUFACTURING BY INFORMA

CREATIVE DIRECTOR

2022–2026

- » Created alignment between business strategy and creative execution across six media and ten event brands, improving brand consistency, stakeholder alignment, and organizational efficiency.
- » Strengthened enterprise brand consistency and cross-business alignment by championing implementation of a unified global brand system (One Informa) 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, increasing team capacity while accelerating delivery timelines and expanding 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–PRESENT

- » Creative and brand leader with expertise in brand strategy, visual identity systems, and marketing materials across digital, print, and experiential platforms.
- » Creative partnerships include ProjectNext, delivering marketing materials, presentations, and branded templates that improved consistency and communication, and Milltown Plumbing, developing advertisements and flyers that strengthened local visibility and customer engagement.
- » Combines strategic thinking, visual storytelling, creative leadership, and modern creative technologies to deliver scalable solutions that improve efficiency, strengthen brands, and support business growth.

GUIDEHOUSE (A NAVIGANT COMPANY)

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.

ADDITIONAL EXPERIENCE

NAVIGANT CONSULTING, GRAPHIC AND MULTIMEDIA SENIOR DESIGN COORDINATOR

- » Executed brand-compliant multimedia marketing assets across various media platforms while staying within budgets and deadlines.
- » Provided Mentorship to junior designers.

PHYSICAN EDUCATION, INC. (PHYSICIANED), PROJECT TEAM MANAGER AND MULTIMEDIA DESIGNER

- » Built and led a team of six designers, overseeing hiring, training, workload planning, and performance development.
- » Served as lead product designer, creating the user interface and producing multimedia content, including audio and video editing.