



ELLIOTT ROBINSON

CREATIVE DIRECTION | TEAM LEADERSHIP | BRAND PROFESSIONAL

ELLIOTTROBINSON.COM | ELLIOTTETZRA@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, 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

PROFESSIONAL ASSOCIATIONS

American Institute of Graphic Artist (AIGA), Boston Chapter

Strategic creative professional with 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.

MANUFACTURING BY INFORMA

Manufacturing by Informa provides industry-leading events, media, and digital platforms to connect professionals, share insights, and drive innovation across the global manufacturing sector.

CREATIVE DIRECTOR

MARCH 2022 – MAY 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 distributed teams.
- » Built scalable creative operations by improving intake, workflows, and SLAs, reducing rework, accelerating timelines, and increasing stakeholder satisfaction.
- » 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.
- » Integrate AI tools and emerging technologies into creative workflows to improve speed, quality, and strategic capacity.

SR. CREATIVE 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, reducing reliance on external resources by 95%.
- » 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 by 20%.
- » 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 – SELF EMPLOYED

JAN 2020 – DEC 2023 | MAY 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)

Guidehouse is a global consulting firm delivering advisory, technology, and managed services to public and private sector clients, specializing in complex challenges across industries like healthcare, energy, financial services, and national security.

TEAM BRAND MANAGER AND CREATIVE LEAD

APRIL 2011 – MARCH 2020

- » Led a team of five designers to oversee 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