# LORI M. ROBBINS

print + web + sales + marketing

AWARD WINNING DESIGNER WITH **19** YEARS OF EXPERIENCE IN GRAPHICS & MARKETING

## Graphic Designer

*"Creative without strategy is called 'art.' Creative with strategy is called 'advertising.'"*
*- Jef I. Richards*

## AT A GLANCE

**HARD WORKING –** Hands-On Art Direction, Design, Production & Project Management – *comfortable taking projects from "doodle to done"*

**EXPERIENCED –** Strategic Planning & Development including negotiating with vendors, reducing costs and making sure projects are completed *at or below budget*

**IMAGINATIVE –** Concept, Design & Presentation in Identity, Collateral, POP, Direct Mail, Packaging – B2B & Retail

**AWARE –** Thorough understanding of taking a product from a *sketch* to a retail *shelf*. Experienced with retail distribution channels – Independent, Co-op, & Big Box

**SKILLED –** Adobe InDesign, Illustrator, Photoshop, Go Live, Microsoft Office, & Quark for Mac & PC

## AWARDS

**NATIONAL AAF**
2003 Silver Addy
Catalog
"Intro to Restoration Hardware"

2001 Addy Citation of Excellence
Catalog
"Intro to Ralph Lauren"

**DISTRICT 07 AAF**
2004 Gold Addy for Catalog
2003 Gold Addy for Catalog
2001 Gold Addy for Catalog

**KNOXVILLE AAF**
2004 Gold Addy for Catalog
2003 Gold Addy for Catalog
2003 "Best of Print" for Catalog

## EDUCATION

**PELLISSIPPI STATE**
1995 – 1996
Marketing & Psychology

## WORK HISTORY

**OWNER Robin's Nest Designs Sweetwater, TN 2004–Present**

Freelance graphic company specializing in advertising, signage, brand identity, and web design services including hosting, & domain management. Projects include brochures, billboards, postcards, greeting cards, business cards, coupons, direct mail, POP, photography, trade show signs, logos, web design, Facebook & Twitter campaigns & more.

**CREATIVE DIRECTOR Jessup & Associates Knoxville, TN 1997–2004**

Responsible for all communication activities at national marketing agency for W.R. Case & Sons Cutlery Company (a Zippo® company)

**New Business –** Obtained new licensing partnerships for Case Cutlery. Partners included: Coca-Cola, Lowe's, American Red Cross, Sam's Club, Ralph Lauren, Restoration Hardware, John Deere, Bass Pro, NRA. New partner business increased annual sales from $28M in 1998 to $44M in 2004

**Print & Product Design –** Designed new products from concept to completion, as well as all related collateral & packaging for market introduction and sales support

**Relationships –** Worked closely with national and local ad agencies, creative firms, photographers, printers & other vendors to ensure we received the best service and most competitive prices for our outsourced needs.

**Executive Staff Member –** Involved heavily in corporate strategic planning and product implementation

**Brand Identity –** Redefined look for 120 year-old historic cutlery company and ensured brand image was consistent through all channels

**Support –** Worked extensively with sales team to insure sell-through at all levels of distribution chain

**Guidance –** Provided creative leadership and departmental management to art staff

**OWNER UnMuzzled Design Sweetwater, TN 1997–1999**

Created and managed web sites for national and regional clients including Goody's Family Clothing, K-Swiss Tennis League, Case Cutlery, Forenta

**MARKETING COORDINATOR Pet Safe Knoxville, TN 1994–1997**

Established & maintained corporate web presence. Developed sales promotions for mail order and internet while supervising Consumer Sales department

**INFORMATION SPECIALIST American Airlines Tucson, AZ 1991–1993**

Chosen out of over 2000 applicants to be a member a 5-person team for American's first-ever Internal Communications project (pre-internet). Helped broadcast intracompany news through creative use of signs, brochures, information booths and computerized postings on SABRE (AA's proprietary worldwide reservation network)

(References Available Upon Request)

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