

robb cole

storyteller. trainer. innovative. mutable. present.

contact

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professional strengths

Diverse and motivated, **Senior Graphic Designer** with over 20 years experience in marketing and advertising. Multi-faceted, hands-on performer, who excels in situations, meeting tight deadlines. Provides proactive solutions that are logical and innovative. Incorporates strong communication skills, with an acute eye for detail and professionalism to produce effective and technically sound graphic design.

specialties

Print Production | Interactive Presentations | Pharmagraphics

technical skills

Adobe Creative Suite | Microsoft Office | PC and Mac OS

marketing experience

Creative Consultant Sarasota 1992 - Present

Presentation Designer | Graphic Designer | Production Designer | Software Trainer | Visual Merchandiser | DJ

American Heart Association

Kirshenbaum Bond Senecal + Partners

Euro RSCG Worldwide PR

Ketchum Public Relations

Margeotes | Fertitta + Partners

NYU Langone Health

ClinicalMind

CBRE Group

BlueprintNYC

Oliver Peoples

SENTRIX HEALTH a subsidiary of **SUDLER & HENNESSEY** under **WPP** New York City 2014 - 2017

Senior Production Designer | Senior Presentation Designer

- Lead designer for multiple electronic and print marketing materials, adhering to strict guidelines
- Designed plug and play PowerPoint templates
- Created infographics, charts, graphs, tables, diagrams, dies, mechanicals and comps
- Established processes and workflow to receive, maintain and archive consistent deliverables
- Converted printed forms into interactive, fillable PDFs

creative experience

LINK9 a subsidiary of **CLINE, DAVIS & MANN** New York City 2005 - 2011

Creative Services Workflow Manager

- Technical liaison between creative and account teams, proactively problem-solving, managing workflow and efficiency.
- Successfully developed and piloted a new position and processes in a start up company.
- Managed multiple projects for 18 Pfizer brands including Sutent, Vfend, Pfizer Oncology, from concept to completion, contributing innovative ideas to achieve optimal results.
- Credited with leading a design team to be the working model for the company
- Led design team to 40% increased accuracy with 30% decreased production time
- Trained creatives and clients on remote work efficiencies and processes

CLINE, DAVIS & MANN New York City 2005 - 2011

Production Specialist | Senior Presentation Designer

- Lead designer and liaison across all teams for Pfizer Oncology, Sutent, Vfend, Inlyta, Eraxis, and Relpax.
- Received Outstanding Commitment and Grace Award.
- Created brand guidelines, logos, vector art, mechanicals, dies, charts and graphs
- Composed mechanicals for ads, brochures, collaterals and convention materials
- Designed and formatted PowerPoint templates for external clients and new business
- Pioneered processes for conversion of printed deliverables for digital hand-off
- Trained co-workers on software applications and best practices
- Supervised and managed freelancers

BOZELL SAWYER & MILLER GROUP WORLDWIDE New York City 1998-2000

Graphic Designer

TIME WARNER CABLE New York City 1996 - 1998

Graphic Designer

- Received 2 Silver Cable Television Advertising and Marketing's Awards

education

M.A. Communication, **State University of New York College at Brockport** 1992

B.A. Public Communication, **State University of New York at Buffalo** 1987