



# BILL ROBERSON

ANALYTICAL CREATOR

BOBCATBILL22.COM  
BOBCATBILL22@ME.COM  
972.898.7176  
PEYTON, CO

## STRENGTHS



## SKILLS

Creative Direction Brand Dev  
Digital Design Messaging Strat  
Team Dev Executive Presentations  
Culture Champion Marketing

## SOFTWARE

Illustrator, Photoshop, InDesign  
Sketch, Keynote, Microsoft Office

## EDUCATION

BFA Visual Communications:  
University of North Texas

## EXPERIENCE

### SR. BRAND STRATEGIST | MARKETING LEAD | CREATIVE DIRECTOR: *Focus on the Family, Colorado Springs, CO: September 2018-Present*

- Brand Strategy & Corporate Marketing leadership for global non-profit.
- Lead initiative to bring creative team internal - saving org \$900,000 annually.
- Recruited, hired, and managed creative team (Design, Copy, Motion Graphics, Traffic).
- Crafted & Delivered presentations to leadership and key stakeholders.
- Lead \$1.2 million multi-channel marketing initiative through pivot to digital delivery.

### COMMUNICATIONS DIRECTOR | TECHNOLOGY SOLUTIONS DIRECTOR: *Woodmen Valley Chapel, Colorado Springs, CO: June 2013-September 2018*

- Developed Team & Lead Creative Direction for org - including full re-brand, saving \$10 -15K.
- Responsible for Marketing, Copy & Creative Direction (Digital, Print, Social).
- Trained full staff of 85 in applying Leading From Your Strengths® personal development.
- Lead org through multiple large-scale technology adoptions (CRM, Telephony, Web & App Dev).

### DREAM MANAGER:

*Baker Brothers Services, Dallas, TX: May 2012-June 2013*

- Developed employee engagement process to coach and encourage over 100 employees.
- Created sales and technical training processes for large scale service company.
- Designed vehicle wraps to increase brand awareness and marketing reach.

### BRAND STRATEGIST | EXECUTIVE CREATIVE DIRECTOR: *My Comm Team, TX and CO: July 2010-Present*

- Co-owner & Creative in multidisciplinary communications agency supporting a variety of clients.
- Clarified the strategic offering for the org - developed content and designs (Print, Digital, Social).
- Provided Creative Direction & Consultation that supported over \$3 million in client fundraising.

### COMMUNICATIONS DIRECTOR:

*RightNow Media, Richardson, TX: January 2008-July 2010*

- Creative Direction for multi-faceted, global non-profit within a retail environment.
- Part of Production Leadership Team that provided insight and direction for video-based content.
- Created branding standardization designs for complex product packaging.

### DIRECTOR OF DESIGN & COMMUNICATIONS:

*Lakepointe Church, Rockwall, TX: June 2000-December 2007*

- Creative & Communications direction for 9,500 member congregation across four campuses.
- Recruited, hired, and managed creative team (Design, Social, Copy, Digital).
- Developed marketing materials that supported over \$20 million in fundraising over multiple years.

## INTERESTS

Belief // Innovation // Sports // Culture // History