



BILL ROBERSON

ANALYTICAL CREATOR

📄 BILLROBERSON.ME
✉ CREATIVE@BILLROBERSON.ME
📞 972.898.7176
📍 LAVON, TX

STRENGTHS



SKILLS

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

SOFTWARE

Illustrator, Photoshop, InDesign
Sketch, Keynote, Microsoft Office

EDUCATION

BFA Visual Communications:
University of North Texas

EXPERIENCE

SR. INTERACTIVE PRODUCER:

Lifeblue Marketing, Dallas, TX: September 2021-Present

- Lead client discovery sessions to understand needs and develop strategic plans.
- Create and deliver engaging presentations to provide solutions and insights to organizations.
- Consult on the future of digital and how to transform client systems and processes to achieve goals.

CREATIVE DIRECTOR | MARKETING LEAD | SR. BRAND STRATEGIST:

Focus on the Family, Colorado Springs, CO: September 2018-September 2021

- 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.

EXECUTIVE CREATIVE DIRECTOR | BRAND STRATEGIST:

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.

INTERESTS

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







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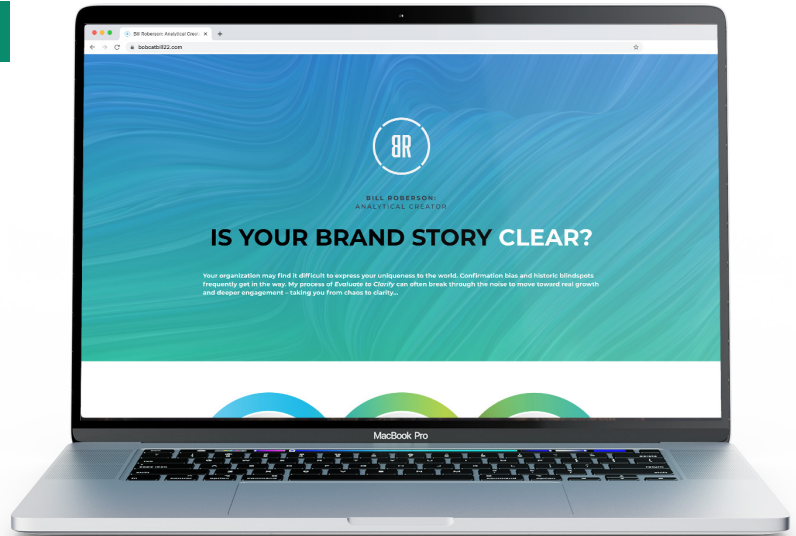
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MORE SAMPLES AND INFO AVAILABLE
ONLINE AT BILLROBERSON.ME

CREATIVE PROJECT SAMPLES

-  BILLROBERSON.ME
-  CREATIVE@BILLROBERSON.ME
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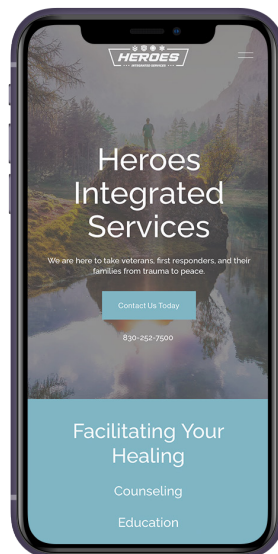
01



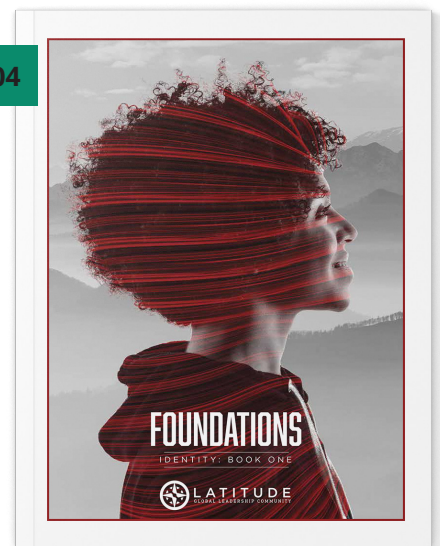
02



03



04



01. BillRoberson.me

Design and build for portfolio site with personal story and design samples

02. Organizational Rebrand

Creative Director/Communications Director on full visual rebrand for Woodmen Valley Chapel

03. Mobile Site Design

Creative Director/Designer on mobile website for Heroes Integrated Services

04. Student Curriculum

Creative Director/Designer on student curriculum project for Latitude Global Leadership Community