



ROBMOELLER.COM | (217)972-4145 | ROBDMOELLER@GMAIL.COM

EDUCATION

JULY 2013

THE ILLINOIS INSTITUTE OF ART, BFA IN GRAPHIC DESIGN

ART DIRECTOR - THE CARY COMPANY

MAY 2022 - PRESENT

- OVERSEE A TEAM OF 5 CREATIVES IN DESIGN, PHOTOGRAPHY, AND VIDEOGRAPHY
- ASSIST WITH MARKETING EFFORTS AND LEAD DISCUSSIONS TO GROW THE COMPANY'S DIGITAL PRESENCE
- UTILIZE ASANA FOR BETTER TASK MANAGEMENT, WHICH LED TO THE ENTIRE MARKETING DEPARTMENT USING IT FOR BETTER EFFICIENCY ON PROJECTS
- REDESIGN MULTIPLE WEBSITE PAGES TO IMPROVE THE UI OF THE WEBSITE AND OVERALL USER EXPERIENCE
- UPGRADE THE BRANDING PACKAGE FOR A MORE COHESIVE LOOK, INTRODUCING NEW SECONDARY AND TERTIARY LOGOS THE COMPANY WAS PREVIOUSLY MISSING
- HELP STREAMLINE THE CREATIVE PROCESS BY CREATING TEMPLATES FOR INTERNAL TASKS
- DIRECT MULTIPLE PHOTOSHOOTS PER MONTH AND MADE BUDGETARY PROPOSALS / PURCHASES OF RESOURCES FOR PHOTOGRAPHY, VIDEO, AND GRAPHICS DEPARTMENT

CMO / CREATIVE DIRECTOR - SYMBOLIQ MEDIA

JUNE 2019 - MAY 2022

- LEAD THE OVERALL IDEATION AND DEVELOPMENT OF VISUAL ASSETS
- DIRECT A TEAM OF 10 CREATIVES, COPYWRITERS, AND DEVELOPERS
- GUIDE THE SYMBOLIQ DESIGN TEAM TO WIN THE 2021 & 2022 GRAPHIC DESIGN USA AWARD FOR BEST BROCHURE DESIGN
- MANAGE ALL BRANDING, WEB DESIGN, APP DESIGN, VIDEO, PHOTOGRAPHY, PACKAGING, AND DIGITAL AND PRINT MARKETING EFFORTS
- OVERSEE THE CREATION AND LAUNCH OF A NATIONWIDE OMNICHANNEL MOVIE CAMPAIGN INCLUDING; OTT STREAMING, GEOFENCING, VIDEO, AND PROGRAMMATIC DISPLAY ADS, GENERATING OVER 7 MILLION IMPRESSIONS AND 15.5K GOOGLE ADWORDS IMPRESSIONS IN THE FIRST 30 DAYS
- REDESIGN THE SYMBOLIQ WEBSITE FOR A BETTER USER EXPERIENCE THAT RESULTED IN 9.46% REDUCED BOUNCE RATE AND 138.17% INCREASED USERS FROM THE PREVIOUS YEAR
- OVERSEE OUTSIDE MARKETING RESOURCES WITH AGENCY PARTNERS AND CONTRACTORS
- RESTRUCTURE THE COMPANY'S PRICING MODEL TO CREATE A HIGHER, MORE SUSTAINED ROI YEAR OVER YEAR
- SUPERVISE DAILY WORKFLOW, ASSIGN PROJECT WORKLOADS, AND MONITOR DEADLINES
- USE DATA AND REPORTS TO MAKE EVIDENCE-BASED DECISIONS FOR SYMBOLIQ AND CLIENTS



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EXPERIENCE CONTINUED:

LEAD CREATIVE - RULE ONE PROTEINS, LLC

JANUARY 2017 - MAY 2019

- RESPONSIBLE FOR THE VISUAL IDENTITY OF THE BRAND, LEADING A DESIGN TEAM OF 3
- WORK WITH THE SALES TEAM TO LAUNCH AND PROMOTE NEW PRODUCTS EACH MONTH
- RUN TRADE SHOW PRINT MATERIALS, BOOTH GRAPHICS, AND DIGITAL CAMPAIGNS
- HELP TRANSFER, DEVELOP, AND DESIGN THE COMPANY WEBSITE ON; WORDPRESS, BIGCOMMERCE, AND SHOPIFY PLATFORMS
- CREATE PACKAGING LABEL REDESIGNS INCLUDING THE FIRST MULTI-LANGUAGE LABEL FOR INTERNATIONAL DISTRIBUTION
- ATTEND COMPANY TRADE SHOWS TO PROVIDE SUPPORT ON SETUP AND SOCIAL MEDIA. CREATED NEW BOOTH GRAPHICS FOR THE 2019 ARNOLD CLASSIC

LEAD DESIGNER - THE LOCKER SHOP

AUGUST 2013 - JANUARY 2017

- CREATE APPAREL DESIGNS FOR HIGH SCHOOLS, FIRE DEPARTMENTS, AND OTHER LOCAL ORGANIZATIONS USING DESIGN REQUIREMENTS PROVIDED BY THE CUSTOMER
- DESIGN PRINT-READY FILES BASED ON SPECIFIC APPAREL PRINT OR EMBROIDERY GUIDELINES
- CREATE IMAGERY FOR WEBSITE BANNERS, SOCIAL MEDIA, AND EMAIL BLASTS
- CREATED OVER 700 APPAREL DESIGNS FOR VARIOUS TYPES OF CUSTOMERS IN 4 YEARS
- SAVED THE COMPANY TIME AND MONEY BY LEARNING TO DIGITIZE EMBROIDERY FILES IN-SHOP INSTEAD OF OUTSOURCING THOSE TASKS