



SOCIAL MEDIA SPECIALIST & DESIGNER

ROBIN RICHARDSON

Hi there, I'm Robin - a social media manager and designer with over ten years of experience and a Master's in marketing. My expertise is enhancing brand awareness and creating strategies to achieve stronger KPIs. My creative mind and a keen eye for detail help me envision and execute visually compelling designs that reach a target audience. Let's work together to take your brand to the next level.

MY CONTACT



Website
robinrsocial.com



Email
robinrichardsonr3@gmail.com



Address
Open to remote work

HOBBIES & INTERESTS



EXPERIENCE

Senior Art Director and Content Creator

2023 - Current, Periscope Advertising Agency

Work with brands like Neilson Massey Vanillas and Dunwoody College of Technology to explore brand identity and spearhead photo and video executions that enhance brand visibility and engagement across all social platforms. Collaborate with others to create innovative and

Art Director & Social Content Creator

2021 - 2023, BBDO Advertising Agency

Concept and execute social campaigns for The Home Depot, Sanderson Farms, and more. Develop and design social content, create engaging copy, and manage photo and video shoots. Help with strategies to solve a brand's needs and successfully engage with the target audience.

Social Media Manager

2019 - 2021, The Grower's Exchange

Responsible for developing and implementing strategies that align with the company's goals and brand image. Curate engaging content, monitor and analyze performance metrics, and adjust strategies to increase engagement and drive traffic to the company's website.

EDUCATION

Master's Degree, Marketing

Virginia Commonwealth University
Richmond, Virginia

Bachelor's Degree, Journalism

Virginia Commonwealth University
Richmond, Virginia

Certificate, Job Propulsion Lab

Advertising Career Training
Austin, Texas

STRENGTHS

Innovative Social Media Strategy

Adobe Creative Suite

Stills and Video Shoots and Editing

Creating Brand Identities, Logos and Moodboards

Third-Party Vendors Collaboration

Graphic Design and Copywriting Content

Effective and Professional Collaboration

Time Efficient

