



# ROB REED

## MARKETING DIRECTOR

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## Education

**Ferris State University**

BAS - Digital Animation & Game Design

**Northwestern Michigan College**

AAS - Visual Communications

## Work Experience

**Sunnking, Inc.**

Director of Marketing & PR

**Thermal-Tec**

Multimedia Marketer

**Wonderment**

Graphic Design

**White Pine Press**

Production Manager

## Skillset

Adobe Creative Suite

Microsoft Office & Google Workspace

Digital Advertising Platforms

Website Development & SEO

Marketing Analytics & KPI Reporting

Project Management Software

Multimedia Content Creation

Market Research & Trends

Signage & Print Production

Team Building & Mentorship

## Professional Summary

I am a marketing leader experienced in retail-centered environments, community outreach, and cross-functional collaboration. Proven ability to steward brand standards, develop annual marketing plans, manage six-figure budgets, and integrate promotions, merchandising, education, and media strategy to deliver consistent, high-impact customer experiences. Hands-on creative executor who leads teams through accountability, clarity, and purpose-driven performance.

### Brand & Retail Marketing

- Created and enforced brand standards across signage, digital, print, and events.
- Designed in-store signage and merchandising materials (Adobe Suite).
- Applied shelf positioning, traffic flow, sightlines, and product placement strategy.
- Led development of branded semi-annual retail event ("Binanza") with strong repeat attendance.
- Coordinated warehouse, online sales, wholesale, business development, and operations teams to meet promotional deadlines.

### Community Outreach & Education

- Managed incoming and outgoing donations and sponsorships (financial + product).
- Led Community Outreach initiatives following department transitions.
- Increased event ROAS from 1:6 to 1:20, then 1:24 using integrated multi-channel promotion.
- Wrote press releases; secured TV, influencer, and local media coverage.
- Conducted facility tours for media, clients, and new employees.
- Delivered in-store and off-site education programs; guest speaker at SUNY Brockport; Board Member, Brockport Brand Builders.

### Advertising & Media Strategy

- Directed cross-platform campaigns (Meta, Google, TikTok, Reddit).
- Reduced CPA 600%; increased LTV 12% in 6 months.
- Improved ROI 550% through KPI tracking and weekly optimization.
- Led structured A/B testing; increased CTR 25%, reduced CPC 25%.
- Negotiated vendor contracts; reduced ad costs up to 46%.

### Budget & Planning

- Managed six-figure marketing spend in coordination with accounting controller.
- Developed annual marketing plans and strategic proposals.
- Allocated spend across digital, print, events, and community initiatives.

### Leadership

- Managed up to six direct reports.
- Conducted written performance reviews and in-person evaluations.
- Held team alignment meetings 3x weekly.
- Led cross-department initiatives requiring deadline accountability.
- Hands-on creator of campaign assets and promotional materials.