



ROB REED

MARKETING DIRECTOR

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📍 Batavia, New York

Education

Ferris State University
Bachelors of Applied Science
Digital Animation & Game Design
2014 - 2018

Northwestern Michigan College
Associates of Applied Science
Visual Communications
2012 - 2014

World Typography Seminar
Amsterdam; aTyp
2013

Skillset

Adobe Suite
Microsoft Office
Google Suite
3D Modeling
Website Development & SEO
ChatGPT / AI Models
Project Management Software
Multimedia Content Creation
Data Analytics
Market Research & Trends
Collaboration & Communication
Team Building & Mentorship

Career Objective

I am a dynamic marketing leader who takes ownership of strategy, execution, and analytics. I grow brands through cross-functional leadership, audience insights, and creative storytelling across digital, traditional, and earned media channels to bring positive repeatable results. I love overcoming challenging goals and take pride in my accomplishments. Let's accomplish something together.

Work Experience

Director of Marketing & PR - Sunnking

- Led concurrent monthly cross-platform ad campaigns (ie: Meta Ads, Google Ads, TikTok Ads, Reddit Ads, etc) leveraging data and platform specific best practices optimizing toward high-value users; achieved 600% CPA reduction and 12% uplift in customer LTV over 6 months.
- Used analytics data to optimize SEO and ad strategies, create dashboards, and improve tracking campaign KPIs (CTR, CVR, CPA, ROAS), enabling weekly optimizations to improve ROI by 550% and increased keyword rankings by up to 85 placements.
- A/B Testing per channel of ad creative variants using performance based marketing strategies and creative testing frameworks to increase CTR by 25% and reduce CPC by 25%
- Negotiated with ad platform and vendor representatives to secure ad credit and reduced costs up to 46%, reallocating savings to efficiently scale high-performing campaigns.
- Secured earned media for community events reaching 100M+ viewers; integrated PR messaging with paid retargeting ads to drive a 50% increase in final attendance.
- Collaborated with multi-departmental teams brief, iterate, and evaluate high performing marketing assets.

Multimedia Designer - Thermal-Tec

- Reduced budget spending on materials by 40% using research and vendor negotiation while increasing our quality of goods.
- Identified new audiences and pain points to increase our profits by up to 400%, offering unique product options for clients.
- Iterated, designed, and created, and implemented mailers, raising response rates from 0.03% to 3.6%
- Optimized website SEO resulting in a 32% increase in traffic and 12 GSC placements through optimized copy, creative assets, and technical upgrades.
- Launched Social Media strategies resulting in follower growth between 25% - 1500% across different platforms.
- Updated branding for a 4x increase in lead generation.

Freelance Marketing - Reedesign & Wonderment

- Designed & developed websites and SEO strategies to drive new user acquisition for start-ups.
- External collaboration with internal teams to complete projects for international corporations.
- Created brand packages for startups including logos, business cards, brand guidelines, letterheads, websites, and more.
- Decreased legal liabilities for clients utilizing accessible designs.
- Operated social media campaign competitions resulting in winning 'Best Of' awards for multiple clients.

Production Manager - White Pine Press

- Designed new layouts resulting in multiple awards and ad tiers made possible by innovative design traits.
- Reduced production time by 14% with communication strategy and increased readership by 11%.