



 JSNROBBINS.wordpress.com  [E jason@unspeakablebrand.com](mailto:jason@unspeakablebrand.com)
 [LINKEDIN.com/in/jasonfrobbins/](https://www.linkedin.com/in/jasonfrobbins/)  **CELL** 559 545 7828
.....
 [INSTAGRAM.com/unspeakablebrand/](https://www.instagram.com/unspeakablebrand/)  [TWITTER.com/UBAcreative](https://twitter.com/UBAcreative)
 [FACEBOOK.com/jason.robbins.790](https://www.facebook.com/jason.robbins.790)  [PINTEREST.com/UBA2016/](https://www.pinterest.com/UBA2016/)

C O V E R L E T T E R

TO:

My name is Jason Robbins, a creative leader with 20 years experience developing engaging human experiences of strategic measure. Delivering influential, culture resonant content that aligns with critical business goals of revenue, response and resources.

As a multi-disciplinary Creative Professional I am passionate, practical and purposeful in all I dedicate my attention to. I thrive in leading by example, educating others that seek to understand, sharing insight, shepherding ideas, and drive collective efforts that produce positive outcomes of scope and scale. With dynamic methodologies in spec-work, crafting messages, and developing visuals of influence across industry platforms, I contribute to the consistency, cohesion & balance required to create powerful brand experience.

Connect with me, drop a line or add me to your social network. I sincerely look forward to hearing from you. Thank you for giving a little of your most valuable asset... your time and attention.





EXPERIENCE

Schneider Electric / October 2011 - May 2015

Creative Services Manager, Creative Director / Global Marketing, North America

Manage, create and develop engaging customer experiences, across multiple platforms, strategic creative output that aligns culture resonant content with critical business goals of revenue, response and resources. From kick-off to product launch, crafting messages, developing visuals and driving values of consistency, cohesion & balance. Lead teams with a collaborative approach that strengthens connectivity, leverages opportunity and delegates with resourceful plans of action.

Connecting brand voice with multimedia and traditional campaign strategies, drafting ideation boards, sketches, headlines, storyboards and photoshoots. Shepherding strategy, vision, people, and scalable global asset output to support product launches, enable sales and build brand awareness. Serving multiple business segments, global, regional and partner business, in retail, b2b, b2c and internal communications.



> **Scope & Scale:**

- Manage resources, schedules, people, and projects that support: Account, Brand and Product Marketing Managers, Events Coordinators, Chief Executives, Directors, and Sales Enablement stakeholders or initiatives
- Campaign creative development, value propositions, brand awareness, offer and product launches
- Exhibits, Large Tradeshow, Digital Customer Experience, PR & Publications

> **Production & Waterfall XP**

- Workfront
- AtTask
- Asana
- Jira

> **Remote & On-site Direct Reports**

- Providence RI, Dallas TX
- Warsaw Poland, Beijing China

> **Market Segments:**

- Energy & Power
- Oil & Gas
- Datacenters
- Healthcare
- Science & Tech
- Video Security & Defense Tech

JP Marketing / October 2003 - August 2010

Art Director, UX UI Web Developer, Senior Graphic Designer

Creative production and web development for clients in print, digital & mobile. Design, implement, code and collaborate, project manage, art direct and deliver from concept to completion. Branding, logo and identity development, collateral material. Web Design, UI UX development, CMS (Wordpress, Joomla), E-commerce. Magazine design and layout, traditional advertising; direct mail, e-blast, photography & illustrations.



> **Scope & Scale**

- Websites: front-end & back-end
- Publications: Creative Direction, photography & layout
- Social Media Marketing
- Packaging and branding

> **Production Management**

- Workamajig
- Vendor Repositories

> **Market Segments:**

- Automotive
- Casino
- Government
- Healthcare
- Defense Tech



EXPERIENCE

Pelco / June 2014 - June 2015



Strategic Marcom Creative Director / North America

Connecting brand voice with multimedia and traditional campaign strategies, drafting ideation boards, sketches, headlines, storyboards and photoshoots. Shepherding strategy, vision, people, and scalable global asset output to support product launches, enable sales and build brand awareness. Serving multiple business segments, global, regional and partner business, in retail, b2b, b2c and internal communications.

> **Scope & Scale:**

- Manage resources, schedules, people, and projects that support: Account, Brand and Product Marketing Managers, Events Coordinators, Chief Executives, Directors, and Sales Enablement stakeholders or initiatives
- Campaign creative development, value propositions, brand awareness, offer and product launches
- Exhibits, Large Tradeshow, Digital Customer Experience, PR & Publications

> **Production & Waterfall XP**

- Workfront
- AtTask
- Asana
- Jira

> **Market Segments:**

- Energy & Power
- Oil & Gass
- Datacenters
- Healthcare
- Science & Tech
- Video Security & Defense Tech

> **Remote & On-site Direct Reports**

- Providence RI, Dallas TX
- Warsaw Poland, Beijing China

Üper Design & Development, 12/2006 - 12/2011

Art Director, Design, Photography, Web

Freelancing creative services, graphic design, art direction, consulting, web design, UI/UX development and commercial photography. Responsible for developing completed deliverables from concept to completion.

> **Graphic Art, Design & Layout**

- Branding & identity development
- Publications: define complete specs & style sheets with master themes, layout options, templates, margins, typography, stylized treatments, swatch lib
- Spec work, logo dev, pantone definitions, usage examples, application & brand-books
- Front-end website design, css, html5, php, bootstrap, CMS, mysql

> **Illustration**

- Imagery in brand identity, publication covers, hero articles, advertising campaigns.
- Traditional, digital & mixed-media

> **Photography & Video**

- Canon EOS 5D, studio strobes, triggers, bounce, seamless, snoots, honeycombs, gels, filters, fixed & telephoto glass, variable mount rigs for tracking & pull-focus video
- Retail & b2b product shots for ad campaigns & packaging
- Fashion, model, portraiture
- Automotive, hotrod culture blog
- Architecture, interior, exterior,

> **Digital Multi-Media Development**

- Complete Web Design & Development solutions
- Content Management Systems (CMS)
- E-commerce, online shopping cart solutions
- Social Networking platforms
- Mass communication delivery solutions (e-blasting)

> **Audio**

- Write, compose, and record soundtracks, music-beds, and voice-overs for broadcast video, radio & digital streaming. Engineered & produced in-studio, using commercial-grade audio production equipment.