

ROBONEKEA

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PROFESSIONAL PROFILE

I am an accomplished Marketing Director and Graphic Designer with over 28 years of marketing, graphic design and creative director experience. Effectively managed projects and worked effectively with a team to ensure projects were developed and executed from concept to consumer. Supervised marketing staff to achieve project goals, compile budgets, purchasing and marketing strategies.

CREATIVE PROFILE

Expert creative professional with extensive knowledge of best design practices and the ability to research best methods to achieve the team goal. I have a very adaptive approach towards each project I am involved with a focus on brand standards and compliance. I am able to communicate clearly with associates to assess the requirements for a task, and get those tasks done!

GRAPHIC DESIGNER PROFILE

I have extensive knowledge in Graphic Design and have spent extensive time developing artwork for client proofs, preparing the files for pre-press or digital distribution. Very clear understanding of print standards, coloring, bleeds and safety areas. My web development skills work hand in hand with my design ensuring that elements display as required with best web development standards in mind. I have used Adobe products since their initial creation in 1990. Since then my proficiency using Photoshop, Illustrator, InDesign has kept up with updates and current trends in design. I also have experience with various 3D software and rendering, implementing them into 2D designs or for multimedia use.

SOFTWARE PROFICIANCY

Photoshop	InDesign	Wordpress	Typography
Illustrator	Keyshot Pro	Final Cut Pro	After Effects
Apple Motion	Logic Pro X	HTML 5	Lightroom
Social Media CSS3	SEO		

WORK EXPERIENCE

BLAINE LAB'S INC. | MARKETING MANAGER

FEB 2018 – Current

Responsibilities include managing the marketing department, project management from concept to conclusion, working with vendors, graphic design, building print, or video components as needed to promote and market projects. Created custom 3D mockups of products, imagery, logos and branding. Managed all aspects of print production. Developed online social media marketing strategies for multiple brands. Also rebranded national products such as Tineacide and Revitaderm and oversaw medical and beauty product lines.

WAYOUTWEST MULTIMEDIA | CREATIVE DIRECTOR

JULY 2015 – FEB 2018

Responsibilities include project management from concept to conclusion, working with clients on budgets, graphic design, web development, building print, or video components as needed to promote and market projects. Created custom graphics and imagery, logos and branding. Managed all aspects of print production. Produced and developed successful campaigns and marketed projects for online and retail companies.

CHERRYMAN INDUSTRIES | PROJECT DIRECTOR

APRIL-JULY 2015 (Project Contract)

Responsibilities include redevelopment of current idesk brand and website. Also rebranded and created new website for Cherryman Industries and idesk. Developed 3D models and graphics to utilize in price catalogs, website, magazine advertisements, trade shows and product displays and packaging. Worked with legendary designer Carl Magnussen creating 3D environments for promotion of idesk products.

WASHINGTON DC ICC | MARKETING & SOCIAL MEDIA MANAGER

SEPTEMBER 2013 – APRIL 2015

Responsibilities include keeping all Social Media accounts updated regularly which included Facebook, Instagram, Twitter and website. Development of marketing and branding strategies in collaboration with senior staff. Oversaw all aspects of the creative department.

GROWING GREAT | MARKETING & WEBSITE MANAGER

APRIL 2012 – AUGUST 2013

Responsible for complete website re-design. Administrated all email campaigns, email alerts, social media content and updates. Designed newsletters, graphic design, marketing and promotional materials. Worked with staff management on various projects. Compiled web data to determine best practices for effective marketing and communications. Maintain and develop content for organization and training website. Directed and produced online curriculum for training in LAUSD.

CITY OF ANGELS ICC | CYBER EVANGELIST (WEBSITE AND DESIGN)

MARCH 2007 – APRIL 2012

Responsibilities include working with worldwide staff to design and print weekly newsletters for International distribution. Design all print material, collateral, and marketing publications. Coordinate international and local conferences and workshops throughout the year. Developed marketing material, print collateral, branding as well as all web-based media. Continued to serve in a volunteer capacity from April 2012 through December 2017.

HOLLYWOOD PARK CASINO | GRAPHIC DESIGNER / WEB ADMINISTRATOR

JUNE 2006 – MARCH 2007

Worked cohesively as a member of the marketing leadership team to create and promote casino events and activities. Completely redesigned Hollywood Park Casino website. Created print material including newsletters, calendars, billboards, magazine ads, and in casino banners and posters.

OVERDRIVE LIVE | DIRECTOR / PRODUCER

JANUARY 2001 – MARCH 2006

Produced, Directed, Edited and developed all creative elements for weekly broadcast of Overdrive Live, which aired every Sunday Night statewide in Hawaii. Worked with clients to develop commercials. I also produced interviews with island musicians and celebrities. Advanced efficiency in Final Cut Pro X, After Effects, Motion and audio editing.

KCCN FM100 | IMAGE DIRECTOR

SEPTEMBER 1997 – JANUARY 2001

As the creative director my responsibilities were to create station top of the hour IDs, stingers, sweepers, jingles and promotional commercials for clients as needed. Worked closely with Program Director to create an audio “image” of the radio station. During this time we were able to achieve rankings of one of the top radio stations in Hawai’i.

EDUCATION

INTERNATIONAL COLLEGE OF CHRISTIAN MINISTRIES

- Bachelor’s Degree in Christian Ministry Studies

LEEWARD COMMUNITY COLLEGE – HONOLULU, HAWAII

– Graphic Design / Art Major

VOLUNTEER SERVICES

OUR HOUSE OC • Design and Marketing services, print production and website development.

MERCY WORLDWIDE • Web Development and Design Services, Online Marketing, Audio/Video

NATIONAL MS SOCIETY • Graphic Design, Marketing and Audio/Video

DC INTERNATIONAL CHRISTIAN CHURCH • Board Member

ARTHRITIS FOUNDATION • National Online Fundraising Committee Chair (Blackbaud/Kintera), Executive Committee for Arthritis Walk, Los Angeles. Graphic Design & Marketing, Video Production

AMERICAN CANCER SOCIETY • Online Fundraising Chair (Blackbaud/Kintera), Relay For Life Committee, Graphic Design & Audio/Video

MARCH OF DIMES • Online Fundraising Trainer, WalkAmerica Committee Member, Governors Ball Volunteer, Broadcast Media Awards Committee Member, Graphic Design & Audio/Video