

ROB ANDERSON

COMMUNICATIONS, DESIGN,
& MARKETING SPECIALIST

PROFILE


A dynamic and seasoned creative designer specializing in high-impact visual solutions across digital, social media, and print platforms. With over five years of experience in graphic and digital design, adept at transforming strategic visions into compelling brand experiences.

Skilled in coordinating resources for strategic projects and managing a corporate communication calendar. Proven track record in leading teams to enhance employee engagement and company branding. Committed to delivering user-centric and accessible design for diverse audiences.

LINKS

 ca.linkedin.com/in/bobbypowerpoint

 bobby_powerpoint@yahoo.com

 www.randersondesign.com

EDUCATION

Humber College, Toronto, ON
Media Communications Diploma
September 2009 – April 2011

SOFTWARE/SKILLS

Adobe Creative Cloud, Microsoft Office Suite, Video and Audio Editing, Project Management, Graphic Design, Communication, Collaboration, Familiarity with SharePoint and HubSpot.

EXPERIENCE

PenFinancial Credit Union

Special Project Consultant

November 2022 – November 2023

- Lead in the design and production of external communications, including presentations, videos, and blogs.
- Coordinated internal and external resources for strategic planning projects.
- Worked on the corporate website and crisis communication playbooks.
- Integral in event planning and the development of a 5-year strategic plan.

Head Research Inc.

Graphic Designer

September 2011 – April 2021; Consultant, April 2021 – Present

- Managed the design of various marketing collateral and spearheaded video development projects.
- Coordinated resources to ensure timely delivery of projects and messages.
- Assisted in developing and implementing marketing campaigns.
- Analyzed marketing data to inform future strategies.

M Moser Associates

RFP Proposal & Marketing Team Specialist

April 2021 – November 2022

- Directed the creation of internal and external communications, including presentations and videos.
- Forged internal relationships to align messaging with subject matter experts.
- Assisted in inbound and outbound marketing activities, including content development and event planning.

Ernst & Young

Presentation Specialist

May 2007 – November 2008

- Demonstrated meticulous adherence to brand guidelines in crafting corporate PowerPoint presentations, acting as a brand ambassador to maintain a consistent and professional image, which fostered trust and confidence in EY's quality standards.

J. Walter Thompson (JWT)

Graphic Designer

March 2006 – April 2007

- Produced high-end PowerPoint presentations and crafted RFP responses, focusing on maintaining a professional and visually engaging presence. Collaboration with teams was instrumental in enhancing the effectiveness of presentations and contributing to new business success.