

VALERIE ROBBINS

Designer / Art Director

ABOUT

With four years of agency experience, I come equip with great communication skills, a collaborative spirit and a strategically creative mind. While most of my experience has been in print, I'm interested in broadening my skills by exploring design in other disciplines.

EXPERIENCE

- IN Marketing Services**
Art Director
2010–present
Collaborates with team in the development of cross-platform shopper marketing and consumer promotion campaigns while maintaining brand standards. Interfaces with all levels of internal teams and outside vendors.
Brands: Hillshire Brands, Newell Rubbermaid, Barilla
- The Mill at 2t**
Administrative Coordinator
2009
Assisted owner in daily operations of startup restaurant. Developed creative required for newsletters, e-blasts and print ads. Managed social media platforms and online marketing campaigns effectively driving engagement and traffic into the restaurant.

SKILLS

- Photoshop ● ● ● ● ●
- Illustrator ● ● ● ● ○
- InDesign ● ● ● ● ●
- HTML/CSS ● ● ○ ○ ○
- Social Media ● ● ● ● ○
- Lightroom ● ● ● ○ ○
- MS Office ● ● ● ○ ○
- Keynote ● ● ○ ○ ○

EDUCATION

- The New England Institute of Art**
BS in Graphic Design
2009
Assisted instructor(s) in lab/classroom. Part of a student-based design studio specializing in the creative needs of local non-profits.

CONTACT

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