

GAYLE ROBB

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PROFILE

Outgoing, multi-faceted Graphic Designer with over 20 years of professional experience in Advertising and Marketing, with an interest in the community, seeks a position that encourages a curious mind to learn new skills and provides the opportunity to meet and work with new people. Highly motivated to relocate for the right opportunity.

WORK EXPERIENCE

Freelance Graphic Designer

Gayle Robb Designer, Mukwonago, WI

1/24 - Present

- Work directly with people starting home businesses that don't have the experience to effectively market their business alone, or budget to hire an agency, creating affordable, eye-catching social media content, advertising and graphic design services as well as product photography and consultation.

Farmers Market Manager

Mukwonago Chamber of Commerce, Mukwonago, WI

4/24 - Present

- Work directly with a committee and Chamber Director to recruit and review new vendors to supply the market with a balanced choice of locally grown and produced goods. Introduced changes through social media to help to grow weekly attendance and community interest in the market.
- Took initiative to develop branding for the market, managed social media accounts and Wix developed web page, shot photography and video content, created merchandise with market logo to sell for an increase in profit for the vendors, the Chamber of Commerce and to increase community attendance.
- Communicated directly with vendors to teach them to promote their businesses at and outside of the farmers market, plus volunteered time outside of work to create social media content about vendors incapable of establishing their own online presence.

Marketing Director

The Garden Mart, Mukwonago, WI

8/22 - 1/24

- Took initiative to develop and manage new branding to give the store an approachable, friendly appeal that had a sense of humor and was educational for customers, online and visiting the store, to better understand the products we offered and how best to use them in their homes and gardens.
- Responsible for all marketing strategies, design, photography, videography, printed assets, online advertising and management of all social media content and Wix website. My experience and multifaceted skills allowed the company to operate with a smaller staff while still receiving effective marketing and growing sales.
- Planned, organized and worked directly with local organizations on in-store charity events that raised money and awareness for The Mukwonago Fire Department, Haase House and other individuals from the community in need while bringing to the store new customers and sales.

Senior Graphic Designer

PPG Industries, Architectural Coatings, Pittsburgh, PA

8/07 - 11/09

- Responsible for the concept and design of print advertising, in-store signage aligned with partner retailers branding, brochures. Created logos, digital design for the website, product photography, trade show displays and sales support product spec sheets and branded Power Point presentation templates, for Olympic Paints & Stains, Pittsburgh Paints and other company owned coatings brands. Communicated directly with Marketing Managers and Sales Staff to provide timely, up to date materials that met all deadlines with the most accurate information and attractive visuals to increase customer interest and sales.
- Communicated directly with asset management company to store, organize and maintain all files, print and photography.
- Communicated directly with Print Broker to schedule and approve all print jobs in a timely, cost-effective manner.
- Managed projects to Jr. Designer to keep all projects within the assigned deadlines.

OTHER EXPERIENCE

Creative Artist - ADVQ, Inc. Pittsburgh, PA

6/05 - 12/06

- Concept, design and execution of 20-50 direct mail spec ads, campaigns, presentations, design/support and promotional pieces per month for 60 assigned Sales Representatives. Team lead on multiple branding campaigns and mentored new, less experienced coworkers in design technique and advertising strategies.

Desktop Artist - ADVQ, Inc. Pittsburgh, PA

8/03 - 6/05

- Design and accurate production of moderately complex spot and four color direct mail advertising materials, and released all preflighted files and packing slips to print vendors as well as created and maintained image library of client-provided assets.

Graphic Designer - Kaufmann's Department Store, Advertising Department, Pittsburgh, PA

7/97 - 8/02

- Design, layout and photo art direction of 20-30 in-house, fashion/home fashion advertisements per month for newspapers, magazines and billboards. Trained new employees in all aspects of department procedures and photo shoot art direction.

VOLUNTEER WORK

Mukwonago Midnight Magic Committee Volunteer

Mukwonago Chamber of Commerce, Mukwonago, WI

7/23 - Present

- Met monthly with committee to help plan the community-wide winter holiday event and help add new family-friendly activities that increased interest in partnered Chamber of Commerce businesses.
- Responsible for the design and execution of logo and design of printed newspaper tabloid giving the event a more recognizable and informative presence in the community.
- Manage social media and Wix created website to inform the community of each event of the day that grew attendance.
- Collaborated with a partner business to set up 2024 Santa Claus photos. Shot and retouched all photography creating higher quality images than what was done in the past that received much positive feedback from the community.

Planning Committee Volunteer, Annual Sarver Family Reunion, Butler, PA

8/07 - 8/13

- Worked with committee to plan and organize and keep the event on-going and interesting to the growing family.
- Took initiative to design and mail unique, professionally printed invitations increasing attendance at the long-standing event.
- Established a social media presence to engage with younger generations and to spend less money on direct mail allowing the committee to use the budget for refreshments, games and other event attractions.
- Communicated with the family members to design and produce a professionally printed cookbook in honor of the 50th Anniversary allowing everyone to share recipes and old family photographs of long-past ancestors.

STRENGTHS

Interpersonal Communication | Dependability | Initiative | Multitasking | Time Management | Problem Solving | Creativity
Adaptability | Collaboration | Public Speaking | Attention to Detail | Open-Mindedness | Flexibility | Community Outreach

SKILLS

Microsoft Office: Word, PowerPoint, Excel | iWork: Pages, Keynote, Numbers | Event Organization | Adobe Creative Suite:
InDesign, Illustrator, Photoshop, Premier Rush, Acrobat Pro | Photography | Videography | Logo Creation | Print Design
Brand Development & Management | Social Media Management | Wix Website Creation & Management | Typography

EDUCATION & CERTIFICATION

Community College of Allegheny County, Pittsburgh, PA

1992 - 1993

La Roche University, Pittsburgh, PA | B.S. Graphic Design, Cum Laude

1993 - 1996

New Horizons Computer Learning Center, Pittsburgh, PA | Office Specialist Program

2003