

Bob Robertson
205-495-0336 brob34@gmail.com
Web Designer - Web Marketing

Exceptionally results-driven leader with excellent organization, planning, presentation and communications skills. Extensive experience applying troubleshooting techniques to successfully recover critical situations and relationships by delivering results in the face of adversity. A passionate individual with a commitment to deliver on time and on budget. An unwavering responsibility to meet the client's needs by exploring and learning new technologies and methods.

Areas of expertise include:

- Responsive Web Design
- Content Management Systems
- MySQL Database
- Website Hosting Administration
- Social Media Marketing
- Photography
- Video Production & Editing
- Freelance Writing
- Graphic Design
- eBook Layout
- Hardware and Software Support
- Project Leadership
- Business Acumen
- Problem Solving

• **Professional Experience**

RobertsonConsultants - Owner (May, 2006 - Present)

Lead all aspects of interactive website design and marketing. Consult with clients in fact-finding, strategy and planning. Implement solutions to optimize client objectives.

Collaborate with clients to create the design that tells their story. Engage in the process from prospecting, through design & development, until live launch if the site.

Follow through with site maintenance, content development, backups, updates and training.

Key Contributions

- Created a regional outdoors news website for a client covering a large midwest area. In addition to the design concept I provided photography for articles, video editing support and daily updates to content. Through the use of social media and optimized web content the site traffic has steadily increased since going live. Analytics validate the growth of site traffic which has lead to substantial yearly increases in ad revenue.
- Spearheaded a redesign project for an independent insurance agents' professional association that would allow them to schedule their continuing education classes, as well as allow the members to register and pay the class tuition online. The updated system also provided valuable reports to the Education Coordinator and Executive VP. In addition, proprietary information was made available to board members separate from the general membership. Using a combination of the Joomla! CMS and a private payment portal we set up the site to handle all the associations needs. The staff was also able to update the general content on the site as needed.
- A sporting goods dealer who sells uniforms and other apparel to high school sports teams from several different schools in his market area needed to be able to offer exclusive packages to individual schools where customers from each school could login and see only the items available for their specific school and team. Using the Joomla! CMS, we provided a means for the dealer to allow customers to access their school's products through the dealer's website with a login specific to their school.
- Provided a complete redesign and update to the website for a fish hatchery and lake management company. In addition to the website redesign, the company desired to have a video tour of their 300-acre facility where they raise sport fish fingerlings for stocking lakes. Using a drone provided the best view of the facility so we recorded the video on a visit to the farm and then edited the video and added supporting information and background music to make the video informative and entertaining for the fish hatchery's customers. In addition to the video, we spent several hours shooting supporting photos for the website redesign.
- Currently lead a team of 11 people who produce a weekly live broadcast that is distributed through cable television, radio and live online video stream. The team operates two remote cameras, a digital soundboard, video switcher and a live projection system. Video is recorded and archived for website use as well.
- Designed and provided production files of labels for a fishing tackle storage manufacturer's products. Also designed, produced and printed end cap signs for use in a national retailer's store displays for the same manufacturer.

Night Hawk Publications - IT Specialist (May 2003 - May, 2006)

Update content and photography on multiple websites. Edit, assemble, and upload photos and content to multiple websites using Adobe Photoshop and Adobe

Dreamweaver. Edit and distribute approximately 200 photos per week to various manufacturers and publishers for use on websites and in magazines.

Manage a network of seven computers, several printers, scanners and other peripherals, troubleshooting, performing maintenance, software and OS upgrades, hardware additions and repairs. Also analyze requirements and make recommendations in the purchase of additional software and hardware and install both.

Travel to many different locations in the southeastern United States to shoot photography for use on manufacturers' websites, in magazine articles, newspapers, and catalogs. Also shoot photography of manufacturers' products in use. Conduct interviews with industry professionals used to compile articles for website and magazine content.

Key Contributions

- Seeing the need for a reliable backup and recovery system for over 6 TB of crucial image and data files, set up a periodic onsite (RAID I) backup system and an additional offsite backup. Business critical files can now be recovered in the event of hardware failure with minimal impact on operations.
- Evaluated tasks to be performed and recommended computer purchases to replace aging equipment. Moved all data and programs from old systems, made sure all necessary programs and applications were compatible with new operating systems and upgraded or replaced any that were not compatible.

Education and Technical Proficiencies

Bachelor of Science Degree in Computer and Information Science with Minor in Management
University of Alabama at Birmingham, Birmingham, AL

Technical Skills and Business Methodologies

Adobe Creative Suite (Photoshop CC, Dreamweaver CC, Premier Pro CC, Audition CC, Acrobat, Illustrator CC, Lightroom CC), HTML, CSS, Microsoft Office (PowerPoint, Word, Excel, Outlook), Microsoft Windows, Mac OS X, FileZilla, DropBox, GoTo MyPC, GoToAssist, Joomla! CMS, WordPress, cPanel, PHPMyAdmin, TriCaster 40, ProPresenter 6