Robert Salazar

robbysalz.com | 817.458.6587 | robby@robbysalz.com

Data-driven creative professional with a heart for marketing and over five years of experience. Brings a sharp sense of detail and strives for perfection in digital and print production, photography and art direction. A valued team player who loves collaboration and clear communication to assess needs.

SELECT ACHIEVEMENTS

- Created ads with both national and targeted local reach, including Dallas Business Journal and DCEO Magazine
- Photographed seminars and lectures at the 2013 University of Dallas Ministry Conference, an event hosted by UD with over 5,200 attendees
- Contributed to university viewbook redesign, which was awarded a CASE district IV 2013 Honorable Mention
- Developed integrated marketing department by helping establish design branding standards, file naming conventions and server folder organization

EXPERIENCE

2013-2014 Online Marketing & Communications Specialist, University of Dallas | Irving, TX

- Maintained the university's public website—a site with over 100,000 unique views a month
- Designed digital advertising materials for distribution on major online ad networks
- Provided content management system support and training for over 80 content managers
- Implemented inbound marketing campaigns consisting of landing pages, optimized lead forms, A/B testing and e-mail automation using SEO best practices and engagement tracking

2011-2013 Graphic Designer, University of Dallas | Irving, TX

- Key creative for several large-scale initiatives including university's front-end main website redesign and national campaign advertising AACSB accreditation
- Designed from concept to print and worked with vendors to ensure highest quality prints
- Instrumental in university's efforts to project professional and consistent branding and messaging
- Maintained consistent visual identity across a variety of traditional, digital, and web communications based on university style guidelines

2008-2011 Production Artist, Mulholland Custom Imprints | Fort Worth, TX

- Sole creator of client deliverables in fast-paced, deadline-oriented environment
- Presided over art department workflow; set up artwork, proofs and color separations

EDUCATION

2013-Current University of Dallas | Irving, TX
Expected summer 2016—Master of Business Administration

2006-2011 The Art Institute of Dallas | Dallas, TX
Bachelor of Fine Arts—Graphic Design

SKILLS

- Expert in Adobe Acrobat, Illustrator, InDesign and Photoshop
- Working knowledge of Adobe Flash, Premiere, After Effects and Cinema 4D
- Working knowledge of HTML, CSS and jQuery
- Familiarity with Foundation and Bootstrap frameworks for responsive mobile and web design
- Working knowledge of inbound marketing tools Hubspot and Unbounce for marketing automation
- Photography, lighting, video editing, screenprinting
- Earned Google Analytics Individual Qualification
- Constantly identifying trends in design, marketing and social media