

## CARA SANDERS ROBB

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### EDUCATION

2001.2003

**Portfolio Center, Atlanta, Georgia;** Graphic Design; 2 year graduate studies with certificate in design

1997.2001

**University of the South, Sewanee, Tennessee;** Bachelor of Arts, Philosophy; magna cum laude

### EXPERIENCE

May 2011.current

**Cara Sanders Robb, LLC; Freelance Graphic Designer, Marketing Consulting and Copywriting**

Author and implement effective communication strategies for businesses, non-profits, schools and universities. Work directly for individual clients and freelance with creative agencies.

May 2009.April 2011

**Old Dominion University, Norfolk, Virginia; Assistant Director for Communications, Alumni Relations**

Reporting directly to the Assistant Vice President for Alumni Relations, served as the lead strategist, designer, writer and web programmer for all alumni communications. Responsible for coordinating all communications, print and web-based, in support of the department's programs and in conjunction with other campus constituencies including athletics, academic colleges and development offices. Performed an extensive audit of existing platforms and implemented an updated brand to appeal to a younger, more technically savvy alumni base as well to increase alumni participation, awareness and support. Specific projects included writing, designing and programming a monthly e-newsletter; creating a visible presence in major social media outlets; producing print and web-based collateral and maintaining an online user-contributed database (Harris Connect) in conjunction with the university's primary fundraising and prospecting database (Millenium). Attended university and alumni events in order to interact with constituents, receive direct feedback and promote a consistent, relevant message to the university's alumni base. Served as the staff liaison to the Alumni Association Board of Directors communications committee.

March 2008.March 2009

**Hill Mullikin Marketing, Greenville, South Carolina; senior art director**

Working in collaboration with firm principals and creative director, served as the lead designer on all studio projects. Communicated directly with clients, account executives and creative director to create marketing strategies, then managed a team of 3 designers and art directors, providing strategy and design direction on all projects from concept to production. Work included websites, direct mail, brochures, advertisements, email campaigns and invitations for high-end luxury real estate clientele. Served as an integral member of the team charged with transitioning the firm from a specialized real estate niche to servicing a wider client base specializing in new marketing strategies including search engine optimization, social marketing, web 2.0 applications, word of mouth marketing and viral campaigns.

September 2006.March 2008

**S Design, Inc, Oklahoma City, Oklahoma; senior designer**

Reporting directly to owner / creative director, in charge of all studio projects including branding, identity, print (including brochures, newsletters and annual reports), event and web design from estimating to project completion. Worked with creative director and clients to determine budget, approach, strategy and guidelines and oversaw the creative process to meet these directives. Managed creative department with two other designers and one copywriter to make certain that jobs

were completed according to overall branding effort and creative strategy on time and in budget. Served as main point of contact for clients within creative department, presenting initial concepts as well as revisions throughout the design process. Oversaw production, working with vendors including paper representatives, printers, web developers and programmers. Assisted studio manager in billing expenses such as photography, printing and change orders as well as in coordinating job timelines, internal and client meetings and other events. Tracked billable hours, scheduled and held accountable all creative staff to meet a goal percentage of billable time each week.

September 2004-September 2006

**S Design, Inc, Oklahoma city, Oklahoma; designer**

One member of a creative team with three designers. Worked directly with clients on all aspects of design projects developing strategies and creative briefs, presenting work and overseeing production and delivery. Design projects included branding, logo development, print, event and web design. Writing projects included brochures, websites, sales materials and fact sheets. Collaborated with other contracted copywriters, photographers and public relations professionals. Oversaw printing, production and web programming.

November 2003-September 2004

**Giles Design, Inc, San Antonio, Texas; designer**

Worked directly with both new and existing clients to create and further brands, managed projects from beginning to completion including estimating budgets, concept and development, presentations, revisions, coordinating printers and other vendors and reviewing billing with accounting.

2002-2003

**Portfolio Center, Atlanta, Georgia; assistant to the President and Dean of Students**

Handled scheduling and appointments for the Dean of Students. Developed and maintained a data base of industry contacts. Collaborated with PR firm to create and distribute press releases. Worked with professional writers and designers to develop promotional and recruiting materials. Contacted, scheduled and coordinated travel for high-visibility lecturers on a weekly basis. Scheduled classes for students and staff in all four disciplines. Interviewed and hosted prospective students.

## RECOGNITION

Harris Connect Peer Recognition Award, Most Innovative Use of Email Marketing

Dallas Society of Visual Communicators; 1 silver medal, 1 bronze award

Oklahoma City Ad Club; 10 ADDY® awards, 8 silver merits

Society of Publication Designers Design Annual; student distinctive merit award

Atlanta Ad Club; silver merit

UCDA (University and College Design Association); award of distinction

Portfolio Center Student Awards; 2 gold awards, 6 silver awards, 1 distinctive merit award

Leo Burnett Student Scholarship

Portfolio Center Faculty Award; given to a graduating student who displays exemplary commitment to both the school and her student work