

ROBIN SUDKAMP

GRAPHIC DESIGNER

PROFILE

Graphic Designer with 10+ years of experience developing visual marketing. I pride myself in my ability to multitask, while maintaining a keen eye for detail. I thrive in highly collaborative environments, working together to find the best solution for each individual project.

CONTACT

Phone
(704) 807 3371

Email
robin.audrey.22@gmail.com

Home
24 Cedar Creek
Jamestown, NC 27282

Web
robinsudkamp.com
[linkedin.com/in/robin-sudkamp/](https://www.linkedin.com/in/robin-sudkamp/)

EDUCATION

BA Design
University of North
Carolina at Charlotte
2003-2008

SKILLS

Technical
Photoshop
Indesign
Illustrator
Lightroom
Wordpress
Powerpoint
MsOffice
Sketchup
Autocad

PROFESSIONAL

Self-motivated
Avid Learner
Organized
Detail Oriented
Problem Solver
Adaptable

EXPERIENCE

ART DIRECTOR 2016-2022
COCOCO Home Cornelius, NC

- Developed and oversaw implementation of brand standards across all marketing collateral
- Edited product photos, turning factory snapshots into print and online ads
- Completed an overhaul of cococo.com, leading to 200% increase in sales
- Created a digital library with automated processes to sort and add metadata to over 80,000 assets

VISUAL DESIGNER/PROJECT MANAGER 2014-2016
Eloquence Los Angeles, CA

- Designed coordinated campaigns for email, website, and social media
- Developed new products by creating detailed specification sheets and 3d models
- Managed the annual design and full printing process of a 100 page catalog
- Responsible for choosing candidates for hiring and performing interviews
- Developed processes for photographing, image editing, copy writing, and uploading products to an ecommerce website, increasing both speed and efficiency
- Designed the High Point showroom exterior facade
- Responsible for showroom and photography styling

GRAPHIC DESIGNER 2013-2014
Focus Surfboards/ dba Focus SUP Los Angeles, CA

- Designed and specified 10+ board graphics, including a new line that prevented the loss of license from Body Glove
- Created 3d renderings of boards, including cross sectional views for marketing and production purposes
- Designed and launched the new ecommerce website
- Designed and oversaw printing process for all packaging
- Designed specific logos for each line of SUP boards

DIRECTOR OF MARKETING 2012
One World Inc Atlanta, GA

- Collaborated with web developer to produce first website
- Developed new branding and implemented guidelines
- Produced decks for all international clients
- Created training handbook of company policy and procedures