

## ABOUT ME

I am a multi-disciplinary creative director, designer and marketing professional with a passion for bringing compelling stories and core messages to life. Regardless of budget, I excel at leading teams in developing and owning brands, ensuring they are applied consistently across organizations.

I'm an avid cook, adventurous eater, husband, and father of two.

## EDUCATION

### Carroll University

B.S. in Art with an emphasis in graphic design and photography  
2003-2007

## TECHNICAL SKILLS

### Design

- Photoshop
- Illustrator
- InDesign
- Figma

### Web

- HTML5/CSS3
- JQuery
- Responsive Design
- HubL

### Marketing Automation

- HubSpot

### Miscellaneous

- Video Editing
- Keynote
- PowerPoint
- MS Office
- Photography

# ROBIN LAWRENCE



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RobinLawrenceCreative.com

## WORK EXPERIENCE

### AHIMA

2023 – Present

#### Creative Director

- **Defined, developed and executed a new creative vision** for the association in support of the strategic vision
- **Managed creative team** in support of enterprise-wide marketing, communications, membership, and events
- **Directed creative for the experience of multiple annual events**, including the AHIMA Annual Conference (2300 attendees, 150 sponsors, revenues ~\$3 million)
- **Led brand development** and deployed creative systems to support integrated marketing campaigns across all channels
- **Innovated email campaign improvements for membership retention**,
  - Saw a 30% increase in open rates and 10% increase in click-thru-rate engagement
- **Standardized social media branding**
  - Increased followers and engagement 16% in first year

### R1RCM

2014-2023

#### Senior Manager, Creative Services

- **Managed creative team** in support of commercial, marketing, corporate comms, internal comms and global teams
- **Led brand development** and designed creative systems to support integrated marketing campaigns including brand guide, sales enablement, website, digital, video, advertisement, social media and trade shows
  - Led rebranding of R1RCM (formerly Accretive Health) in 2017 and subsequent brand refresh in 2020
  - Integrated and rebranded five acquired companies
- **Provided global creative direction and strategy** across the organization
  - Led creative for several integrated product launches
  - Rebuilt and standardized corporate social media, contributing to over a 40% increase in LinkedIn followers
  - Conceptualized, designed, and developed employee intranet used daily by 28k+ associates
- **Designed and developed corporate website** and integrated landing pages, with lead generation tools and continuous SEO enhancements
  - Built tools for content and demand-gen teams to self-serve, establishing the website as the largest lead source (average \$50M in annual MQLs)
  - Increased web visitors by 75% and page views by 62%.
  - Increased organic traffic by 22% and conversions by more than 800%
- **Served as a trusted advisor to C-Suite leadership team** on critical enterprise communications and commercial pursuits
  - Collaborated on numerous multi-million-dollar deals
  - Led creative for internal leadership conferences (400+ attendees)

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## Faucet Queen

2013-2014

### Graphic Design Manager

- **Developed custom packaging** and unique structural die lines
  - Designed over 450 consumer packaged good SKUs, including private label brands such as Sharper Image®
- **Created all marketing and sales materials** including three-dimensional mock-ups, planogram design, product photography and collateral design

## Bold Steps, Inc.

2011-2013

### Lead Designer

- **Worked with clients to refine their brand** and create more effective marketing
  - Developed a wide range of deliverables including print collateral, website design/implementation, and identity/branding

## Kerry Ingredients & Flavours

2007-2010

### Graphic Designer

- **Designed, implemented and enforced global brand standards** and delivered a cohesive body of sales collateral across all media, including consumer marketing