



📍 **SAN FRANCISCO, CA**

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🌐 **ROBERTWALTERDESIGN.COM**

CORE EXPERTISE

EMAIL MARKETING

Campaign Creation & Management •
Pop-Up Optimization • A/B Testing • Flows
Sales Campaigns • Performance Analysis

GOOGLE/PMAX ADS

Ad Conceptualization & Creation •
Performance Optimization • Performance
Analytics Review • Budgeting • A/B Testing

E-COMMERCE MANAGEMENT

Website Management • UX Flow Optimization
Conversion Rate Enhancement • Sales Pricing
& Strategy Execution • Media Management

BRANDING & PRINT PRODUCTION

Branding/Rebranding • Catalog/Workbook
Design & Production • Corporate Assets
Packaging • Apparel Design & Production

PRODUCT PHOTOGRAPHY

Studio • Lifestyle • Photoshoot production
Image Optimization & Correction • High-
Volume Image Processing & Selection

EDUCATION

BACHELOR OF ARTS

Graphic Design
Academy of Art University
San Francisco, CA | 2013 - 2017

CERTIFICATE OF COMPLETION

Digital Marketing
Harvard Business School
Online | 2025

ROBERT WALTER

PROFESSIONAL SUMMARY

Hello, I am a brand and digital marketing creative specializing in building performance driven brand ecosystems that unite creative vision with strategic insight to drive measurable results. I have experienced in leading various integrated marketing initiatives that focus on driving revenue growth, strengthen customer acquisition, and optimize conversion performance across the customer journey.

I develop data based creative strategies and design, establish testing and optimization frameworks, as well as leverage analytics to continuously improve campaign effectiveness. Driven by a relentless work ethic, I strive to balance my unique creative intuition and abilities with analytical thinking to develop marketing experiences that reach targeted audiences and convert. I'd love to further go over my experience and fit for the role. Thank you for your time and consideration.

EXPERIENCE

● LEAD BRAND CREATIVE & MARKETING MANGMENT FEB 2025 - PRESENT

Grow Strong Industries | Santa Rosa, CA

- **Lead brand creative:** Develop creative assets that drive growth and customer acquisition.
- **E-Commerce management:** Optimize website graphics, experience, inventory, pricing, etc.
- **Campaign development:** Execute marketing campaigns across email, web & paid media.
- **Content creation:** Product photography/video, social content, editing & art direction.
- **Cross-functional collaboration:** Partnered with departments on seasonal asset production.
- **Performance analysis:** Analyze performance to improve engagement, conversion, and revenue.

● WEBSITE & BRANDING DESIGNER JAN 2023 - FEB 2024

Gecko Designs | Missoula, MT

- **Website & UX design:** Design full website layouts in Figma based on client objectives.
- **Branding/rebranding development:** Brand identity development & implementation.
- **Colleague support:** Assisted team members with projects to meet clients' needs.
- **Operational support:** Took ownership of additional workloads to maintain deadlines.

● FREELANCE CREATIVE APR 2020 - JAN 2023

Eternal Mind Creative | Oakland, CA

- **Website design & optimization:** Optimize landing pages, SEO and digital campaigns.
- **Strategy & execution:** Create end-to-end creative strategy across various channels.
- **Freelance photography:** Product & lifestyle photography for e-commerce & marketing.
- **E-commerce Management:** Shopify website management & design optimization.

● LEAD BRAND DESIGNER & PHOTOGRAPHER JAN 2018 - MAR 2020

Inno8 Partners: Sherpa Adventure Gear, Kevin's Natural Foods, First Tactical | Modesto, CA

- **Lead creative:** Lead seasonal campaign creation across various channels.
- **High-impact assets:** Marketing & sales assets for seasonal product lines.
- **Lead photographer:** Head studio & lifestyle photographer & shoot production.
- **Re-branding:** Signature re-branding and updating visual identity design systems.
- **Cross-functional collaboration:** Partnered with departments on seasonal assets.
- **High-volume creative management:** Delivered various high-volume assets continuously on time.

● JR. DESIGNER & PRODUCTION ASSISTANT JUN 2011 - AUG 2013

Headline Entertainment | Burbank, CA

- **Color separation:** Artwork color separation file production for apparel print production.
- **Production assistant:** Assisted with vendor production quality control and deliverability.