

ROBERT E. RANDOLPH MBA, MFA

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EDUCATION **2003 MBA Marketing Management** [Temple University](#), Philadelphia, PA
1997 MFA Print & Electronic Media [Cranbrook Academy of Art](#), Bloomfield Hills, MI
1996 MA Graphic Art [Bloomsburg University](#), Bloomsburg, PA
1994 BA Liberal Arts [Bloomsburg University](#), Bloomsburg, PA

EXPERIENCE

Marketing Director September 2006 - Present
Lightning Brewery. Poway, CA www.lightningbrewery.com

Direct Marketing Account Executive April 2005 - September 2006
UT-Direct, The San Diego Union Tribune. San Diego, CA [Visit Web Site](#)

Marketing Director & New Business Manager September 2004 - November 2005
Forward Development E-Marketing. Encinitas, CA

Independent Marketing Services January 2001 - September 2004
Aquent Creative Services. Philadelphia, PA & San Diego, CA www.aquent.com

Retail Architecture Design Team Member September 2003 - June 2004
Otto Design Group - Urban Outfitters. Philadelphia, PA www.ottodesigngroup.com

Adjunct Professor & Department Manager August 1998 - January 2001
Arcadia University. Glenside, PA www.arcadia.edu

Adjunct Professor January 2000 - May 2000
Drexel University. Philadelphia, PA www.drexel.edu

SKILLS

Marketing / Sales / Promotion

- Generate new business and plan corporate marketing strategy
- Conduct market research and competitive analysis for clients
- Consult with clients and present marketing recommendations
- Develop credible leads through networking, web site, and e-marketing initiatives
- Generate business by developing accounts and building relationships
- Research search engine advertising returns and provide recommendations
- Research, develop, and capture new markets, write marketing copy
- Partner with companies and agencies to develop effective marketing initiatives
- Coordinate merchandising, create products

Management / Training / Organizational Ability

- Manage daily activities of new business and marketing areas
- Create reports to track and review progress, compose case studies
- Coordinate sales presentations, write and arrange client contracts
- Serve as client advocate and project manager throughout scope of work
- Book and manage special events and entertainment
- Train new employees

Communications / Language / Creative

- Skilled at the creative direction of effective marketing materials, online and offline
- Provide direction for corporate branding, and advertising strategy
- Extensive e-marketing experience, email marketing, search engine marketing
- Extensive web site development and commercial printing experience
- Contribute to the creation and installation of retail environments
- Teach design, computer graphics, visual communications, at college level
- Travel in Europe using conversational Spanish skills
- Organize "Street Marketing Campaigns"

Computer Skills

- Expert Level: Microsoft Office, Adobe Creative Suite, Macromedia Studio MX

ASSOCIATIONS American Marketing Association Member Since 2001
College Art Association (Speaker) Member Since 1997