
BILL ROBERSON

Creative Communications Leader

253 Talus Rd, Monument, CO 80132 • 972.898.7176
bobcatbill22@me.com • bobcatbill22.com

PROFESSIONAL SUMMARY:

With over 20 years of experience in Communications, I'm a seasoned creative leader with an eye toward innovation. My passions are creative problem solving and equipping teams to complete clear creative goals using the tools of inspired communications and modern technology.

JOB TITLES:

- Communications Director
- Creative Director
- Technology Solutions Director
- Dream Manager
- Connections Pastor

SKILLS:

- Strategic Analysis
- Creative Problem Solving
- Adaptability & Flexibility
- Collaboration & Team Building
- Communication & Content Development
- Teaching/Organizational Presentation

RECENT ACCOMPLISHMENTS:

- Lead and Creative Directed full re-branding initiative through a collaborative, team-oriented approach.
- Developed and Designed project management systems for Communications Arts and Information Technology teams.
- Provided high-level Customer Support for multiple organizations.
- Designed and Creative Directed communications solutions in web, print and digital delivery spaces.
- Crafted and Defined cultural distinctives for new personal connections focus while supporting beta-testing groups.
- Implemented new Relationship Management System with over 65,000 records and developed staff training.
- Engaged merchants and vendors to provide deeper customer support.

STRENGTHSFINDER:

- Achiever
- Belief
- Learner
- Context
- Connectedness

LEADING FROM YOUR STRENGTHS:

- Coordinating Analyzer
- Level II Certification LFYS

LEADERSHIP STYLE:

- Evaluate to Clarify
- Create to Equip

TECHNICAL PROFICIENCY:

- Mac OSX
- Adobe Creative Suite
- Modern Web Technology
- Social Media
- HTML Email
- Data & File Storage
- Relational Management Systems
- Project Management Systems

EDUCATION:

University of North Texas
School of Visual Arts:
*Bachelor of Fine Arts in
Communication Design*
- *Cum Laude*

COMMUNITY SERVICE:

- School WatchDog
 - School Fundraising Support
 - Volunteer Small Group Teacher
 - Kids Sports Coach
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EXPERIENCE:

Woodmen Valley Chapel: Communications Director/Connect Pastor/Technology Solutions Director: June 2013 - Present

Leader in multiple departments for 5,500 attender congregation across three campuses.

Strategic Analysis & Planning

Creative Direction & Design (web, print, branding)

Merchant & Client Interaction

Project Management & Systems Development

Team Building & Support

Ministry Creation & Development

Staff Strengths Development

Large Scale Project Implementation

My Comm Team: Executive Creative Director & Ministry Coach: July 2010 - Present

Co-owner and creative in multidisciplinary communications agency supporting a variety of clients.

Communications & Ministry Consulting

Art Direction & Design (web, print, branding)

Strategic Marketing & Planning

Merchant & Client Interaction

Project Management & Systems Development

Baker Brothers Plumbing: Dream Manager: May 2012 - June 2013

Created employee engagement and training processes for large scale service company.

Employee Counseling & Goal Development

Sales Process Training

Leading From Your Strengths Implementation

Priority One: Communications Director: January 2008 - July 2010

Directed all aspects of communication for multi-faceted non-profit within a retail environment.

Creative Direction & Design (web, print, packaging, branding)

Project Management & Systems Development

Event Planning & Production

Lake Pointe Church: Director of Design and Communications: June 2000 - December 2007

Oversaw all aspects of communication for 9,500 member congregation across multiple community campuses.

Creative Direction & Design (web, print, branding)

Strategic Planning

Project Management & Systems Development
