
BILL ROBERSON

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Case Studies/Portfolio: bobcatbill22.com

CREATIVE COMMUNICATIONS LEADERSHIP

- Content & Design Development
 - Complex Problem Solving
 - Collaboration & Team Building
 - Teaching/Organizational Presentations
 - Staff Strengths Development
 - Creative Direction
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Degree: Bachelor of Fine Arts, Visual Communications, University of North Texas - *Cum Laude*

Technologies: Adobe Creative Suite, Web & Email Building, Social Media, Relational Management Systems

Industries: Non-profits, Service Industry, Faith-based Institutions, Retail

WORK HISTORY:

Communications Director | Connect Pastor | Technology Solutions Director:

Woodmen Valley Chapel - Colorado Springs, CO 2013 - Present

- Leader in multiple departments for 5,500+ attendee congregation across three campuses:

Communications Director: June 2013-Feb 2016

Connect Pastor: Feb 2016-Oct 2017 (Dual Role - phase one of ministry development)

Technology Solutions Director: Aug 2015-Present

- Created Team & Lead Creative Direction during full re-branding initiative - saving the church \$10,000.
- Provided Design & Creative Direction on multiple communications solutions for web, email, and print.
- Managed 14 employees across Communications, Connect & Technology teams.
- Developed project management system for multiple teams handling 100+ requests per week.
- Implemented new relationship management system with 65,000+ records and developed staff training.
- Trained full staff of 85 people in applying *Leading From Your Strengths* personal development platform.
- Crafted cultural distinctives for new personal connections focus while supporting beta-testing groups.

Dream Manager:

Baker Brothers Services - Dallas, TX 2012 - 2013

- Developed employee engagement process and systems to coach and encourage over 100 employees.
- Created sales and technical training processes for large scale service company.
- Implemented *Leading From Your Strengths* personal development platform for 100+ employees.

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CREATIVE COMMUNICATIONS LEADERSHIP

Executive Creative Director & Ministry Coach:

My Comm Team - Texas & Colorado 2010 - Present

- Co-owner and creative in multidisciplinary communications agency supporting a variety of clients.
- Clarified the strategic offering for the organization and developed content and designs for marketing.
- Provided Creative Direction & Consultation that has supported over \$3,000,000 in fundraising for a client.
- Applied the strategic design process to branding projects that engage the vision and mission of clients.

Communications Director:

RightNow Media - Richardson, TX 2008 - 2010

- Directed all aspects of communication for multi-faceted, global non-profit within a retail environment.
- Served on the Production Leadership Team providing insight and direction for video-based studies.
- Created branding standardization designs for complex packaging of products.

Director of Design & Communications:

Lake Pointe Church - Rockwall, TX 2000 - 2007

- Oversaw all aspects of communication for 9,500 member congregation across multiple campuses.
- Managed team of eight employees including designers, content creators, and web developers.
- Developed marketing materials that supported over \$20,000,000 in fundraising over multiple years.

LEADERSHIP STYLE & STRENGTHS

LEADING FROM YOUR STRENGTHS®:

- Coordinating Analyzer
- Level II Certified Trainer

STRENGTHSFINDER®:

- Achiever
- Belief
- Learner
- Context
- Connectedness

PERSONAL LEADERSHIP STYLE:

- Evaluate to Clarify
- Create to Equip