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# BILL ROBERSON

Colorado Springs, CO • 972.898.7176  
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**Case Studies/Portfolio: bobcatbill22.com**

## STRENGTHS-BASED LEADER

Creative Direction | Brand Strategy | Marketing Direction | Communications Strategy  
Culture Champion | Innovative Thinker | Strategic Planning | Client Interaction

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### EXPERIENCE:

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#### **CREATIVE DIRECTOR | MARKETING LEAD | SR. BRAND STRATEGIST:**

*Focus on the Family - Colorado Springs, CO*

2018 - Present

- Brand Marketing & Brand Strategy leadership for global non-profit ministry.
- Responsible for writing and implementation of *StoryBrand*® Brandscripts.
- Crafted and delivered presentations and communications to leadership and multiple stakeholders.
- Lead multi-channel marketing initiative with budget of \$1.2 million in media buys (Digital Media, Social Media, TV Ads, Radio Ads, etc.).
- Marketing support that lead to over \$9 million in donations & significant increase in engagement.
- Lead initiative to bring creative team internal - saving \$900,000 annually.
- Recruited, hired, and managed creative team (Design, Copy, Motion Graphics, Traffic)
- Refined processes to handle workload of 1,200+ creative hours per month.

#### **COMMUNICATIONS DIRECTOR | TECHNOLOGY SOLUTIONS DIRECTOR:**

*Woodmen Valley Chapel - Colorado Springs, CO*

2013 - 2018

- Developed Team & Lead Creative Direction for full re-branding - saving the church \$10 -15K.
- Provided Design & Creative Direction on communications solutions (Web, Email, Print, Social).
- Managed 14 employees across Communications, Connect & Technology teams.
- Trained full staff of 85 in applying *Leading From Your Strengths*® personal development.

#### **DREAM MANAGER:**

*Baker Brothers Services - Dallas, TX*

2012 - 2013

- Developed employee engagement process to coach and encourage over 100 employees.
- Created sales and technical training processes for large scale service company.
- Designed vehicle wraps to increase brand awareness and marketing reach.

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## STRENGTHS-BASED LEADER

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### **EXECUTIVE CREATIVE DIRECTOR | BRAND STRATEGIST:**

*My Comm Team - Texas & Colorado*

2010 - Present

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

### **COMMUNICATIONS DIRECTOR:**

*RightNow Media - Richardson, TX*

2008 - 2010

- Creative Direction for multi-faceted, global non-profit within a retail environment.
- Part of Production Leadership Team - providing insight and direction for video-based studies.
- Created branding standardization designs for complex product packaging.

### **DIRECTOR OF DESIGN & COMMUNICATIONS:**

*Lake Pointe Church - Rockwall, TX*

2000 - 2007

- Creative & Communications direction for 9,500 member congregation across four campuses.
- Recruited, hired, and managed creative team (Design, Copy, Web).
- Developed marketing materials that supported over \$20 million in fundraising over multiple years.

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## PERSONAL DETAILS:

### STRENGTHSFINDER®:

Achiever • Belief • Learner • Context • Connectedness

### SKILLS:

Adobe Creative Suite | Graphic Design | Web Design | Editorial Design  
Art Direction | Team Training | Project Management | Brand Messaging

### **Degree: Bachelor of Fine Arts, Visual Communications**

University of North Texas - *Cum Laude*