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## KEY PROJECTS

### Finelight

Launched the first version of Finelight's redesigned website. Developed a full content strategy for the site and its future iterations. Included user research, content inventory and audit, messaging architecture, content recommendations, editorial plan and training.

### Covenant Health System

Developed a strategic foundation for Covenant Health System's website. Included user research, content inventory and audit, competitor and influencer research, messaging and content recommendations and information architecture proposal.

## COMPUTER SKILLS

Adobe Creative Suite: Expert level

Microsoft Office Suite: Expert level

Flash: Expert level in design and animation

Hand Coding HTML/CSS: Good working knowledge

## AWARDS

Indiana University Varsity Club  
2003-2004 Annual Report:

- National Gold ADDY—Annual Report
- District 6 Gold ADDY—Annual Report and Best of Show—Print
- Indianapolis Ad Club Gold ADDY—Annual Report and Best of Show—Print

## EDUCATION

Indiana University  
Bachelor of Arts in Studio Art with a concentration in Graphic Design. Minor in Art History.

# EXPERIENCE

## Finelight

### Content Strategist | January 2011 – Present

Developed a content strategy practice and integrated it into the web development process. Taught people the importance of caring about content.

Responsible for most aspects of content strategies including content inventories and audits, user research and personas, competitor analysis, metadata, messaging architecture, content architecture and templates, editorial planning, SEO, workflow recommendations, content strategy training, and managing writers.

Creates and implements digital and social media strategies. Measures and tracks effectiveness of strategies with web analytics.

Developed strategic plan for the company blog. Responsible for implementation and maintenance.

Write new business proposals, project estimates and management plans.

### Interactive Art Director | August 2006 – January 2011

Took interactive projects (websites, HTML emails and online media to name a few) from concept to completion, including:

- Art direction and information architecture for the redesign of the Gwinnett Medical Center hospital website. The focus was on improving the overall user experience and design while working within the confines of their content management system.
- Project management and art direction for the complete redesign of Newmar-Corp.com. Responsibilities consisted of a site audit, information architecture, interface design, content input, style guide and client training. Worked closely with the development team to ensure proper design implementation and technical feasibility.

Developed information architectures for websites of varying sizes, creating deliverables such as sitemaps, content inventories, content plans and personas.

Collaborated with copywriters, web developers and account staff to develop creative and strategic solutions to interactive visual communication problems while maintaining timelines and budgets.

### Art Director | June 2003 – August 2006

### Graphic Designer | May 2000 – June 2003

Concepted, designed and implemented ad campaigns, collateral materials, annual reports, outdoor, direct mail, television and websites, based on thorough market research and strategic marketing principles. Responsible for the coordination and art direction of still life and vehicle photo shoots.

Collaborated with a small team to create new brand identity and multi-faceted awareness campaign for a new business pitch to an eight hospital health system in Detroit. As a direct result of work, our company was awarded six-figure account.