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jj robinson

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EDUCATION

utah state university
1998–2001

bachelor of arts, graphic design | interdisciplinary studies
minor in russian
cum laude

arizona state university
1995

engineering program

EXPERIENCE

vivint
2012–present

digital marketing optimization manager.

- Built a testing and optimization program for the vivint web properties from the ground up.
- Developed strategy, designed and implemented A/B, behavioral and multivariate tests.
- Increased online site wide conversion rates over 600% for customer acquisition programs, and improved overall lead quality for PPC, SEO, direct and other channels.
- Helped design and architect a dynamic CMS with extensive user tracking capabilities.
- Implemented call based marketing automation software to enable tracking, optimization and conversion of a significant segment of vivint web traffic.
- Championed data driven decisions and team understanding of information and analytics.

control4
2004–2012

senior web master | multimedia manager.

- Launched new website and website back end (CMS and underlying technologies) for the new Control4 brand in 2010, in two months.
- Worked with SEO/SEM teams to increase Control4 web traffic 400%, with 1.5 million+ visits to control4.com in 2010.
- Coordinate and direct creative team, marketing team and copy writing team to provide all assets for website launches and continued website support.
- Story boarding. Post-production effects. Video editing.

graphic designer | senior graphic designer | art director.

- Responsible for the Control4 brand, including design, production, print and digital formats for brochures to packaging, web to product industrial design.
- Led the selection process, worked with and directed external agencies for advertising, corporate video, design, industrial design, photography, web.
- Responsible for the updated Control4 product line with new modern industrial design, materials and product language.
- Coordinate deployment with internal teams for national Best Buy rollout.
- Support partner team for Control4 technology licensing to worldwide consumer electronic brands.
- Art direction. Video production. Photography.

sadi advertising
2002–2004

graphic designer.

- Design and produce brochures, catalogs, logos, magazines, newsprint, posters.
- Corporate identities and systems in print and digital formats.
- Interactive interface design of cd-rom and dvd.
- Art direction. Client interaction from conception to completion of projects.

APPLICATIONS

acrobat	eloqua	html css js	salesforce
adobe dtm	final cut pro	illustrator	sitecatalyst
after effects	flash	indesign	target
cinema 4d	google analytics	optimizely	xcode
coda	gtm	photoshop	