



ROB MCCASKILL

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PROFESSIONAL SUMMARY

Award-winning creative with extensive experience in multimedia, illustration, photography, web, and print design. Creator of unique marketing strategies and campaigns. Exceptional collaborative and interpersonal skills. Strategic thinker with the ability to gather business knowledge and communicate complex subjects clearly and concisely to the intended audience.

CORPORATE CONSULTING

Creative Services Senior Associate: TIAA

2019-2023

Provided design support and art direction for a re-emerging in-house agency to ensure brand consistency:

- Produced long-term campaigns for various lines of business throughout the enterprise
- Created a series of social media templates and trained junior designers on proper usage, resulting in dramatically shorter turnaround times
- Developed and tested new assets (PowerPoint, Word, etc.), illustrations, and imagery according to the revised brand standards
- Uplifted PowerPoint presentations for senior leadership
- Developed TIAA merchandise that reduced waste and broke pre-production records for reservations

Art Director: Wells Fargo (Contract Position)

2016-2019

Consulted in a national rebranding effort for Wells Fargo Bank N.A.:

- Developed and reimagined materials for direct mail, digital media experiences, social media, and various forms of paid advertising
- Ensured the appropriate brand voice was directed toward the target audience, ranging from wealth management and small business to millennials
- Provided guidance and leadership to support staff via documentation and hands-on training

Digital Art Director: Extended Stay America (Contract Position)

2013-2014

Provided expertise to the in-house digital marketing agency for over 800 long-stay hotels nationwide:

- Developed imagery and content for the corporate site, banner ad campaigns, micro sites, and email
- Provided design support for recruiting efforts and press releases
- Organized and maintained an image bank of assets and templates

Senior Visual Designer: Lowe's Corporation (Contract Position)

2011-2012

Assisted senior leadership to conceive, develop, and produce original branding for Human Resources:

- Managed traditional and digital media projects under strict deadlines and established budgets
- Developed branded internal PowerPoint templates and trained existing employees on proper usage to reduce reliance on expensive external vendors
- Enhanced production values and storytelling elements to computer-based training to improve effectiveness and increase employee engagement

INDEPENDENT CONSULTING

Founder – Principal Partner – Creative Director: Sweet Tea Media, LLC

2013-2017

Managed a team of in-house developers and freelance creatives:

- Produced original branding, print, and digital media materials for local businesses and corporate clients while remaining on schedule and within budget
- Managed the project lifecycle from concept to completion

Founder – Principal Partner – COO – Creative Director: Asterisk Creative Inc.

2001-2009

Worked with clients to develop a creative vision, conceive designs, per the job requirements and deadlines:

- Directed design and production teams
- Coordinated consultants and vendors to meet all project expectations and requirements
- Managed all operational, strategic, financial, quote/bid, staffing, and administrative functions

SKILL SET

Software

Adobe Photoshop
Adobe Illustrator
Adobe In Design
Adobe XD
Adobe Animate
Microsoft Office
WordPress
HTML

Working knowledge of:

Adobe After Effects
Adobe Premiere
CSS
PHP

Print

Brand identity systems
Direct mail
Brochures and flyers
Gift packages
Large-format posters
Location signage
Multi-page publications
PowerPoint presentations

Digital Media

Information architecture
Website design and construction
Keyword dense copywriting
Targeted email campaigns
Banner ads
Basic and Advanced SEO

Multimedia

Key frame animation
Digital photography
Sound production
Video direction and production

Illustration

Original characters
Storyboards
Mural installations
In-store signage

Marketing

Marketing and advertising plans
Press releases
Paid digital ad placement
Social media content