

ROBIN LYNESS

Tel 978.876.2841 | Email rmlyness@gmail.com | Web www.robinlyness.com

SUMMARY

- * Passionate, energetic and creative professional with a wide variety of experience in marketing, graphic and web design, customer service, sales and information technology service coordination.
- * Experience working directly with customers and also managing and finding new outside vendors.
- * Excellent interpersonal skills, strong communication and problem solving skills.
- * Extremely tech savvy. Proficient in a number of software packages, able to multi-task and work well under pressure.
- * Possess strong project management skills and international experience.
- * Bachelor of Arts degree in Psychology from Saint Michael's College in Burlington, Vermont

SKILL SET

Graphic Design/Email Marketing and Web Development/Marketing Communications

- Experience developing email marketing and promotional campaigns from concept to creation. Utilize various web-based programs to create targeted email campaigns for events, to generate new leads, boost sales and pass on information to customers. Perform mail merge for various projects.
- Provide graphic and web design both internally, and for Kyocera's Managed Network Services clients, who represent a broad variety of industries.
- Working as an independent graphic designer providing design for client's projects. Visit www.robinlyness.com for examples of projects.
- Managed development of new web content and collateral in support of product launches; worked closely with product management, graphic design firm, web design firm and copywriters.
- Managed promotional items program and oversaw the development and launch of the Arbor Networks Company Store.
- While at FEI Company, implemented and maintained new design standards in support of the corporate "look and feel" harmonization program, and became proficient in applying the style across all types of marketing materials; translated new FEI design standards into all former Micrion literature and resources, including facility's signage and corporate displays.

Customer Service/Sales/IT Service Coordination

- Currently working at Kyocera New England as a Service Coordinator for Kyocera Intelligence IT Service Division, providing project management, graphic and web design as well as customer service for external clients.
- Build relationships with Kyocera's customer base through consistent follow-up and attention to detail.
- Possess solid Excel and database knowledge. Regularly track revenue and pull targeted email and call lists from customer database and analyze data using Excel Pivot Tables.
- Handle outbound and incoming calls (as many as 70 calls a day) and assist customers by placing supply orders (up to 40 per day); resolve customer service issues and provide pricing on copy and print supplies.
- While at Staples, served as initial point of contact for customers in a busy copy center. Educated customers and visitors on company products and services. Received "Employee of the Month" at Staples in October 2012 for my ability to build relationships with customers, to take initiative and work as a team player.

Event/Project Management

- Managed Arbor Networks global events program, including all tradeshow, customer events, seminars and customer appreciation events; helped coordinate sales training meetings and all-employee meetings.
- Worked closely with product management to organize Arbor’s Annual Americas and European Customer Summits to educate and reward customers.
(The Arbor Summits grew in attendance every year and resulted in multiple sales.)
- Managed Arbor’s presence at a range of events – from small, local special events to industry-wide fully produced tradeshow. Worked with marketing management and production companies to develop themes, create event plans and prepare budgets, and executed all aspects of the plan from booth staffing, email marketing campaigns and event web sites, to post-show reports and lead follow-up.
- Assisted Director of Marketing with Bit9’s presence at the 2009 RSA Conference. Developed “out-of-the-box” Graffiti Battle theme as an extension to Bit9’s previous theme, working with a minimal budget and leveraging existing resources. Managed all pre-event logistics leading up to a successful event. Utilized Eloqua email marketing program to create multiple demand generation emails; drafted press releases and news alerts.
- Organized multiple regional events, both direct and partner events, in the Americas, Europe and Asia.

TECHNICAL SKILLS

Comfortable working in Macintosh and Windows environments.

Microsoft Office:

Microsoft Word, Excel, PowerPoint and Publisher

Desktop Publishing/Layout/Design:

Adobe Suite: InDesign/Illustrator/Photoshop/Muse
QuarkXPress

Web Publishing/Email Marketing/Other Programs:

- Proficient in ExactTarget, MailChimp and Swiftpage Email Marketing Solutions
- Proficient in creating GoDaddy, Wix and Adobe Muse websites
- Knowledge of basic HTML code and ability to troubleshoot problems
- Familiar with Dreamweaver and Fireworks
- Experience with SalesLogix, Eloqua and ConnectWise

WORK & VOLUNTEER EXPERIENCE

Kyocera Intelligence, IT Services, Woburn, MA, <i>IT Service Coordinator</i>	April 2015 - Present
Kyocera New England, Woburn, MA, <i>Customer Service/Retail Supply Representative</i>	April 2013 - April 2015
Robin Lyness Designs, <i>Freelance Graphic Designer</i>	November 2009 - Present
Strongwater Farm, Tewksbury, MA, <i>Volunteer Graphic Designer</i>	May 2010 - Present
Staples, Inc., Wilmington and North Andover, MA, <i>Copy and Print Associate</i>	November 2010 - May 2013
Sacks Exhibits, Wilmington, Massachusetts, <i>Project Coordinator/Account Manager</i>	April 2009 – July 2009
Bit9, Waltham, Massachusetts, <i>Marketing Consultant</i>	February 2009 – April 2009
Arbor Networks, Chelmsford, Massachusetts	2004 - January 2009
<i>Events Manager</i>	
<i>Events Specialist</i>	
<i>Marketing Communications Specialist</i>	
FEI Company/Micrion Corporation, Peabody, Massachusetts	1996-2003
<i>Marketing Communications Specialist, FEI Company</i>	
<i>Marketing Communications Coordinator, FEI Company/Micrion Corporation</i>	
<i>Administrative Assistant, Micrion Corporation</i>	

EDUCATION & ASSOCIATIONS

Saint Michael’s College, Colchester, VT, Bachelor of Arts, Psychology	May 1996
Merrimack College, North Andover, MA, Web Fundamentals, Internet Languages, Graphics & Techniques	1998
University of Massachusetts, Lowell, MA, Desktop Publishing: Layout and Production	Spring 2010
University of Massachusetts, Lowell, MA, Advanced Photoshop and Advanced Graphic Design	Spring 2012