

Robert Maguire

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Rob Maguire Designs Owner | Creative Director

Oct. 2010 - Present

- Launched and operated successful design and marketing consultancy, helping clients in a variety of industries create and execute digital marketing strategies.
- Oversaw a team of independent contractors. Worked to provide contractors with growth/stretch opportunities as projects allowed.
- Developed ongoing client relations, averaging over 5 years, by continually meeting and exceeding client expectations.

Key Client Results

Cubby's Convenience Stores C-Store | 40 Locations

- Created brand voice, graphic styles, social listening metrics.
- Developed social media content plan and launched new platforms, adding reach and efficacy: Facebook | Twitter | Instagram | Tik Tok.
- Developed advertising campaigns to push key business directives—including effort to support local communities, increase hiring efforts.
- Developed internal marketing strategy, to increase staff retention, and pertinent business information. Included podcast development and strategy.
- Worked with major brands to promote co-branded efforts, creating positive working relationships. Created a yearly in-store 25% increase in pizza sales from 2020-2023.

Scient PR Bio Tech PR Firm

- Produced branded video, social media efforts, built and/or maintained websites, to frame market position, marketability, and recruitment efforts for biotech clients.
- Presented to C-Suite biotech business leaders. Develop branded decks and proof-of-concept key art for complex scientific processes.
- Worked with Scient PR staff to build messaging ideas, designed to develop positive relationships with clients and key stakeholders.

Sony PlayStation Gaming Industry

- Designed emails for PlayStation marketing efforts including new game launches, weekly and monthly subscription offers, and DLC content.

Summary

Rob Maguire is a design-thinking, team-leading, creative who thrives on asking tough questions and providing thoughtful deliverables. Throughout his career, Rob Maguire has worked to exceed clients expectations by delivering collaborative experiences with a focus on meeting business objectives.

Skills

Adobe Creative Suite
Animation
Creative Direction
Content Strategy
Email Marketing
Figma
Google AdWords
HTML/CSS
JavaScript
Social Media Marketing
Social Media Strategy
Squarespace
Video Editing
Wordpress

Valley Fine Foods Senior Graphic Designer

Nov. 2010 - Dec. 2012

- Managed hiring and development of creative team including 2 full time designers, and a team of interns.
- Supported all functions of marketing, including the development of growth Pasta Prima brand (owned), as well as co-packaged efforts.
- Developed consumer packaging, assisted in the development of new product lines, and help grow retail and wholesale business by applying critical design thinking concepts. This allowed the company to enter multiple Costco regions with new fresh-pasta products.

Clark Creative Group Art Director

Jan. 2005 - Oct. 2010

- Worked to create direct mail, web assets, and supported video production at full service agency for a diverse base of clients.

Education

MS Marketing. May 2018
BFA Graphic Design. May 2004

University of Maryland Global Campus
State University of New York at New Paltz

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