

## Robert Maguire

### Professional Summary

I excel at delivering targeted strategies and customized content that produces measurable results. My clients benefit from my ability to turn data into decisions, and ideas into results. Whether launching a new brand, designing high-converting websites, or developing engaging social content, I provide thoughtful, on-brand solutions that drive the desired outcome.

### Rob Maguire Designs

Oct. 2012 - Present

#### Owner | Creative Director

- Founded and led a successful design and marketing consultancy, executing comprehensive digital marketing strategies and building strong brands across various industries including; biotech and pharma, convenience stores, SaaS, entertainment, retail and wholesale grocery.
- Managed a team of independent contractors, fostering their professional growth and development.
- Cultivated long-term client relationships, maintaining an average duration of over 5 years by consistently exceeding expectations.
- Collaborated with key decision-makers to identify needs and developed tailored digital marketing campaigns addressing areas such as hiring, employee retention, brand positioning, and public perception.

### Select Client Synopsis

#### Scient PR

##### Bio Tech PR Firm

- Positioned biotech and pharma companies to successfully complete funding rounds by developing comprehensive pitch decks, branded video content, social media materials.
- Designed, developed and managed websites on a variety of CMS platforms.
- Worked with scientific experts, company executives to build graphics for complex scientific processes.
- Collaborated with Scient PR team to develop messaging strategies that fostered positive client and stakeholder relationships.

#### Sony PlayStation/Havas Helia

##### Gaming Industry

- Designed email campaigns for game launches, subscription offers, and downloadable content (DLC).

#### Cubby's Convenience Stores

##### C-Store | 40 Locations

- Developed and executed integrated campaigns, comprehensive social media strategy across platforms including Facebook, Twitter, Instagram, and TikTok. These efforts enhanced reach and engagement, driving in-store purchases.
- Established a distinctive brand voice and graphic style, and implemented social listening to define and refine successful marketing efforts.
- Partnered with C-Suite executives to align marketing strategies with business directives and community engagement goals.
- Crafted an internal marketing strategy to boost staff retention, including podcast development.
- Achieved a 25% annual increase in pizza sales from 2020-2023 through effective promotions and co-branded initiatives.

### Valley Fine Foods

Nov. 2010 - Dec. 2012

#### Senior Graphic Designer

- Supervised two full-time staff and interns during a period of rapid growth for the Pasta Prima brand.
- Developed consumer packaging and new product lines, contributing to the expansion of retail and wholesale business and securing placements in multiple Costco regions.

### Clark Creative Group

Jan. 2005 - Oct. 2010

#### Art Director

- Brainstormed, designed, and pitched advertising campaign materials, including direct mail, sales sheets, websites, and online assets, and supported video production for a diverse client base at a full-service agency.

## Contact

rob@robmaguiredesigns.com  
402-990-9086  
9707 Admiralty Dr.  
Silver Spring, MD 20910  
[studiormd.com](http://studiormd.com) | [LinkedIn](https://www.linkedin.com/in/robmaguire)

## Education

### MS Marketing

University of Maryland  
Global Campus

### BFA Graphic Design

State University of  
New York at New Paltz

## Proficiencies

Adobe Creative Suite  
Animation  
Email Marketing  
Content Strategy  
Creative Direction  
CSS  
Email Marketing  
Figma  
Google Analytics  
Google AdWords  
Hootsuite  
JavaScript  
Riverside  
SEO  
Social Media Marketing  
Spacespace  
Video Production & Editing  
WordPress

## Industry Experience

Biotech/Pharma  
Construction  
Convenience Stores  
Health Care  
Food Manufacturing  
Gaming/Entertainment  
Non-Profit and Associations  
Medical Devices  
SaaS  
Tourism

