

## COLLEEN ROBERTSON

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### SKILLS & QUALIFICATIONS

- Communications & Brand manager
- Social media expert: Twitter, Instagram, Pinterest, Facebook, LinkedIn, Google +
- Cloud user: SalesForce CRM, Google, DropBox
- Wordpress & HTML intermediate
- PPC Advertising: Facebook, LinkedIn, Google
- Outstanding verbal & written communicator
- Experienced supervisor, mentor & teacher
- SEO: keywords, content & titling, Google analytics
- Public speaker, actor, facilitator
- PC & Mac fluent, also: Adobe Creative Suite, (including InDesign, Premier, others), Final Cut Pro, Audacity
- Start-up savvy: non-profit & for-profit experience
- Quick learner with keen sense of humor
- Strategic & entrepreneurial

### CURRENT CLIENTS:

#### **Marketing Consultant: Social Media, PR, Brand Management**

- Seattle's Child, Seattle WA Sept 2010 - present
- Sound Eye and Laser, Seattle, WA March 2012 - present
- Satsuma Designs, Seattle, WA Feb 2013 - present
- Gourmondo Catering, Seattle, WA July 2013 - present
- Art with Heart, Seattle, WA July 2013 - present
- Capitol Cider, Seattle, WA November 2013 - present

### Deliverables (varies client to client)

- initial assessment of all online programs & presence: social media platforms, newsletters, websites, reviews; identify gaps and opportunities.
- makes ongoing recommendations for improved strategies, PR campaigns and leveraging current engagement points; demonstrates ROI through engagement, click-throughs and increased web traffic
- builds new & leverages existing partnerships to build brand, online presence & overall "stickiness and credibility"
- designs, implements & monitors all online marketing strategies; advises on best practices when not implementing
- works directly with small business owners & staff
- keeps ad sales & editing teams up to date with changing best practices re social media, newsletter, etc
- manages all creation of marketing materials, serving as Marketing Director

### RECENTLY WRAPPED:

#### **Marketing Consultant: Social Media, PR, Brand Management**

- Beffa Dental, Seattle, WA June 2013 - November 2013**
- Sharon Hazzard, Tutor, Editor, Seattle, WA August 2013 - October 2013
- Pike and Western Wine Shop/ Soul Wine, Seattle, WA Jan 2013 - June 2013
- Eastlake Massage, Seattle, WA Feb 2013 - April 2013
- Zane Behnke, Private Counseling Practice, Seattle WA Feb 2013 - April 2013
- Vinorai Wine Importers, Seattle WA Jan 2013 - Feb 2013

### Deliverables

- built Wordpress sites, developed &/or proposed revisions for content
- created & managed Google Ads campaigns
- advised & implemented strategies for online marketing & search (paid & unpaid)
- created colors & look/feel of logo or website
- generated B2B-focused branding language and approach
- created &/or managed Twitter and Facebook platforms

## PAST WORK EXPERIENCE

### **Program Manager, New Course** Seattle, WA April 2011 - Jan 2013

- Created & managed brand content: online & social media presence, newsletters, printed materials, website
- Designed, implemented & monitored communication strategies
- supported partnerships & grants with organizations such as the Rockefeller Foundation, the Clinton Global Initiative & the MacArthur Foundation
- proofed, edited, drafted, coordinated: grants applications
- coordinated two boards, interns and volunteers
- lead ongoing fundraising campaigns & events
- assisted in all aspects of start-up non-profit

### **Implementation Manager, Embedded Career Services & Grants** North Seattle Community College, Seattle, WA Feb 2010 - July 2012

- Team leader: content development for new Career Services website
- Developed new curriculum & methods for Embedded Career Services program, tailored to various skill-levels & abilities
- Led group workshops, worked with students one-on-one
- Partnered with other Seattle Community Colleges to improve Career Services across the district
- Coordinated Technical Advisory Committee (TAC) meetings & recruited TAC members for NSCC's Nanotechnology Program
- administrated online jobs/internships database for Seattle Community College District

### **Education Coordinator, YouthCare's Orion Center** Seattle, WA Oct 2007 - Nov 2009

- Founded & coordinated successful GED program at drop-in center for homeless & at-risk youth
- Taught 'at-risk'/homeless youth (13-24 yrs) at every academic level; developed curriculum for all subjects
- Recruited, hired, trained & supervised volunteer tutors & 5 full-time AmeriCorps service members
- Doubled AmeriCorps grant award, doubling program staff & capacity(hired and trained new staff)
- Counseled/case managed students one-on-one in conflict resolution, decision making, goal setting, etc.
- Tracked client data points & achievements for all students & work training program participants
- Taught over 200 students; engaged hundreds more via meals & other drop-in services

## EDUCATION

Bachelor of Arts, Theater with Honors; Minor: Cognitive Science, Occidental College, Los Angeles, CA  
Magna Cum Laude, Phi Beta Kappa

Graduate Courses in Public Affairs Summer, Evans School of Public Affairs, University of Washington, Seattle

## ACTIVITIES

Executive Board Member, Safe Crossings Foundation, Seattle, WA Jan 2012 - present

Marathon runner/ sometimes cyclist, Seattle, WA 2010 - present

Actress, Emcee, stand-up comedian, various theatre companies, Seattle, WA Feb 2005 - present