

ALEXANDER HESS ROBINSON

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PROFESSIONAL EXPERIENCE

Johns Hopkins Medicine

August 2012 – Present

Baltimore, MD

Web Production Specialist

Working under the direction of the Manager, Strategic Web Services, I am responsible for content and front-end development updates for both HopkinsMedicine.org and the various Johns Hopkins Medicine intranet sites. This position also affords me the opportunity to collaborate with other teams around our department and contribute to the strategic goals of our institution.

CommPartners, LLC

March 2007 – August 2012

Columbia, MD

Creative Director

As the creative director at CommPartners I managed the creative division of this interactive firm. I took full creative and production responsibility for all design, web, email marketing and print work. While maintaining my own design workload, I also supervised a team of designers.

Web & Graphic Designer

As a web & graphic designer, I was responsible for design and development of online events, email newsletters, web sites and more. I consulted with clients to initiate and manage projects, and developed innovative ideas and concepts.

Little b Design

August 2005 – January 2007

Baltimore, MD

Junior Web Designer

In my role as a junior web designer, I assisted with several large web site builds, created unique design concepts, designed logos, and produced web videos for a wide range of local Baltimore clients.

SKILLS AND EXPERTISE

Web Design | Front-end Development | Email Design and Development | Email Marketing
Graphic Design | Creative Direction | User Experience | HTML | CSS | Social Media Community
Management | Adobe Creative Suite | Video Editing | Photography
Google Analytics | SEO | Brand Development | Salesforce | Basecamp | Wordpress
SiteExecutive | Real Magnet | MailChimp | Campaign Monitor

EDUCATION

University of Baltimore

*Bachelor's in Digital Communications,
Marketing and Communications
2012 – 2017 (projected)*

CCI at Johns Hopkins University

*Master Certificate in Digital Media,
Digital Design and Production
2004 – 2005*

RECOMMENDATIONS

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Alex is smart, reliable and knowledgeable. He has improved our ability to communicate with our internal audiences through his great insights and ideas about intranets, e-newsletters and other electronic platforms. We rely on him to ensure that our 41,000 employees get information quickly and in an easy-to-read format. Alex is a pleasure to work with — he always stays calm and manages to make everything look easy.

— *Amy Goodwin, Senior Director, Strategic Communications and Public Affairs at Johns Hopkins Medicine*

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Alex is one of the most talented designers in our industry. He joined the CP team in 2007, and since his arrival I've had the privilege of collaborating with him on several projects. His repertoire is impressive – Alex combines fresh design techniques, savvy business acumen and a “team player” attitude. From internal marketing to external client work, CommPartners has evolved in a positive direction under Alex's leadership.

— *Christopher Urena, Director of Professional Development at The American Speech-Language-Hearing Association (ASHA)*

