

# ROBERT FULGHAM

BRAND DESIGNER | VIDEO EDITOR

## CONTACT

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## SKILLS

- Leadership and Team Management
- Communication and Presentation
- Creativity and Innovation
- Sales and Marketing
- Problem Solving and Critical Thinking
- Technical Proficiency in Graphic Design and Video Editing Tools
- Customer Service Excellence

## CERTIFICATIONS:

- Developing a Creative Concept for Branding Projects** | Domestika
- Foundations of Project Management** | Google & Coursera
- Art Direction for Visual Branding** | Domestika
- Studio Management** | Kodak

## AWARDS AND RECOGNITIONS:

- Excellence in International Sales Strategy Execution:** Achieved a 65% increase in annual revenue through strategic international sales initiatives.
- Leadership in Workforce Development:** Boosted workforce product literacy by 80% and drove a 300% increase in sales in just six months.
- High-Value Client Acquisition Award:** Secured a pivotal client, enhancing the company's market share in fiber materials.
- Innovation in Product Analysis:** Developed advanced metrics for evaluating product performance, resulting in significant operational improvements.



## OBJECTIVE

Seasoned Brand Designer and Video Editor with over 30 years of experience in crafting innovative visual concepts and leading successful advertising campaigns. Passionate about leveraging graphic design, video editing, and brand strategy expertise to drive engagement and elevate brand visibility. Seeking a Creative Designer role to contribute to impactful designs and measurable business growth.



## PROFESSIONAL EXPERIENCE

### The Creatives Hive

January 2024 - Present

#### Creative Coach

- Mentored and developed creative talents, enhancing their skills in design and advertising.
- Provided strategic guidance to clients, aligning branding strategies with market trends.
- Solve complex creative challenges with innovative approaches.
- Oversaw multiple creative projects, ensuring quality and timely delivery.
- Conducted workshops and training sessions, fostering skill development and confidence.
- Delivered valuable market and industry insights, driving client success.

#### Key Achievements:

- Designed a branding strategy that increased client sales by 40%.
- Developed a comprehensive graphic design workshop, significantly improving participants' design skills and creativity.

### Comglasco AG

May 2016 - April 2017

#### Product Analyst

- Evaluated company products to ensure alignment with business needs and market trends.
- Collaborated across departments to enhance product analysis and presentation.
- Managed operational tasks, including costing, inventory control, planning, and budgeting.
- Utilized data analysis tools to assess product profitability and sales potential.

#### Key Achievements:

- Excellence in International Sales Strategy Execution:** Led sales and marketing initiatives at an international exhibition, achieving a 65% increase in annual gross income.
- Leadership in Product Literacy and Workforce Development:** Directed the creation of a 200-page product manual, improving workforce knowledge by 80% and boosting sales by 300% in six months.
- Strategic High-Value Client Acquisition:** Secured a high-ticket client, enhancing the company's market position in fiber materials for small boat manufacturing.
- Innovation in Product Performance Analysis:** Developed metrics to monitor profitability and sales, driving actionable insights and improved performance.

## PORTFOLIO

- Available upon request or viewable on LinkedIn. [linkedin.com/in/robertofulgham](https://www.linkedin.com/in/robertofulgham)