

ROBERT SWARTZLANDER

CREATIVE DIRECTOR/DESIGNER



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Creative Director and Art Director with 20+ years of experience leading global brand strategy, integrated marketing, and cross-functional creative teams across digital, print, video, experiential, and social platforms. Proven record of building brand systems, launching products, executing high-impact campaigns, and driving measurable business growth. Trusted partner to executive leadership with deep expertise in scaling teams, optimizing creative operations, and delivering results on time and under budget.

EXPERIENCE

ART DIRECTOR & DESIGNER

ActOne Group | Remote

2015 – 2025

- Led global creative strategy for multi-brand organization with international operations, delivering cohesive campaigns across digital, print, video, experiential, and social channels.
- Built, mentored, and managed distributed teams of designers, developers, and video specialists across multiple time zones and countries.
- Directed full creative lifecycle from concept through execution, ensuring brand consistency, operational efficiency, and on-time, under-budget delivery.
- Served as Creative Director for company's annual global sales incentive event, owning concept, visual identity, and execution across live production, print, and digital.
- Developed multi-tiered drip marketing campaign producing 94% increase in applications and 160% increase in placements via online platform.
- Launched paid social media campaigns with the Department of Developmental Services, filling 75% of internship positions in the first week.
- Managed internal teams and external vendors including printers, photographers, illustrators, and production partners.

CONSULTANT

Remote

2017 – Present

- Developed integrated marketing strategies spanning social media, websites, email, and print to increase brand awareness and engagement.
- Advised small businesses and enterprise clients on brand positioning, audience strategy, and digital growth initiatives.
- Led the full rebrand of DogBizSuccess.com including brand identity, website redesign, content strategy, and conversion optimization, driving an 86% increase in overall business growth.
- Led event branding and promotional campaigns for nonprofit organizations, contributing to fundraising of 25,000+ per season.

ADDITIONAL RELATED EXPERIENCE

Graphic Designer, AppleOne Employment

1999 – 2015

- Designed marketing, recruitment, and trade show materials in partnership with leadership.
- Edited digital and social content using Adobe Premiere.
- Supported training teams with instructional design and learning platform visuals.

TOOLS

- | | |
|---------------|----------------|
| ✓ Adobe CC | ✓ Excel |
| ✓ Illustrator | ✓ Sharepoint |
| ✓ InDesign | ✓ Wrike |
| ✓ Photoshop | ✓ ChatGPT |
| ✓ Dreamweaver | ✓ Midjourney |
| ✓ Premiere | ✓ Wordpress |
| ✓ Office 365 | ✓ Dropbox |
| ✓ Sketch-Up | ✓ Google Drive |
| ✓ PowerPoint | |

EXPERTISE

- ✓ Creative & Art Direction
- ✓ Global Brand Strategy
- ✓ Integrated Marketing Campaigns
- ✓ Rebranding & Corporate Identity
- ✓ Product & Brand Launches
- ✓ UI/UX & Web Experience
- ✓ Experiential & Event Design
- ✓ Video & Motion Graphics
- ✓ Publication & Editorial Design
- ✓ Remote Team Leadership
- ✓ Stakeholder & Executive Collaboration
- ✓ Sales Enablement

EDUCATION

MANCHESTER (CT)

Technical Community College
AS Graphic Design