

# ROBERT D. FIFE

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**Creative Director / Marketing Manager / Web, Graphic, New Media Designer**

## SUMMARY OF QUALIFICATIONS

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- **7 years** experience as a **Creative Director / Marketing Manager**; **10 years** experience in web, print and multimedia **design**
- Highly creative and multitalented Graphic/Web Designer with extensive experience in multimedia, marketing and print design, and as a manager
- Exceptional collaborative and interpersonal skills and a dynamic team player with developed multitasking abilities
- Excel at performing in deadline-driven environments with an emphasis on working within budget requirements

## PROFESSIONAL EXPERIENCE

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**Lafayette Instrument Company**, Lafayette, IN

[www.lafayetteinstrument.com](http://www.lafayetteinstrument.com)

**Advertising and Promotions Manager**, 2002 - Present

- Plan, lead and participate in the development and implementation of marketing and advertising initiatives involving web, print, multimedia and trade show
- Lead and inspire a talented staff to create numerous aesthetically pleasing web sites focusing on effective usability, and utilizing strong database interaction
- Work closely with the VP of Marketing to develop comprehensive annual marketing plans and oversee new product introductions and promotions
- Lead web and print design project strategic planning meetings
- Create visual design on many web, print and trade show graphics projects

**Indyhealthfitness.com**, Indianapolis, IN

[www.indyhealthfitness.com](http://www.indyhealthfitness.com)

**Web Site Freelance Project**, 2007 - Present

- Completed web site from branding concept through final launch
- Periodic web site management and improvement

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**Akimi Bash, Masters Level Massage, Carmel, IN**

[www.akimibash.com](http://www.akimibash.com)

**Web Site and Print Design Project, 2006 - 2008**

- Completed web site from branding concept through final launch
- Created logo design and company branding
- Created print brochure and business card design
- Managed procurement of domain name and site hosting

**Lafayette Instrument Company, Lafayette, IN**

**Print Graphic/Web Designer, 1999 - 2002**

- Created interactive multimedia for marketing and educational applications
- Created, updated and maintained corporate web site
- Completed several catalogs and brochures from concept through final print
- Managed procurement of all print processes and web site hosting
- Shot and edited product photography

## EDUCATION

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**Purdue University, West Lafayette, IN**

Bachelor of Science in Computer Graphics, 1999

## SOFTWARE / TECHNOLOGY EXPERTISE

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- Photoshop
- InDesign
- Illustrator
- PageMaker
- QuarkXpress
- Acrobat
- Dreamweaver
- CSS
- HTML
- JavaScript
- Flash
- Director
- Freehand
- Fireworks
- Premiere
- Cakewalk
- Soundbooth
- Microsoft Office

**Other web design projects:**

[www.mindwaretech.com](http://www.mindwaretech.com)

[www.mindsightconsultants.com](http://www.mindsightconsultants.com)

[www.polygraphproofpositive.com](http://www.polygraphproofpositive.com)

[www.kansaspolygraph.org](http://www.kansaspolygraph.org)

[www.frontrowscoring.com](http://www.frontrowscoring.com)