

Robert J. Thompson

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Summary

With extensive multi-faceted experiences in marketing, design, strategy, and teaching in higher education, corporate, and government areas, I produce data-driven creative strategies and intelligent expressions that enhance brand awareness and impactful engagement across all channels. As an ambitious, adaptable, and award-winning creative leader, I seek to build nimble and curious cross-functional teams that consistently produce high-level solutions on time, on budget, and above expectation.

Education

UNIVERSITY OF PENNSYLVANIA

Graduate Certificate, Arts & Culture Strategy Executive Program, 2019
Graduate Scholarship Recipient

SAVANNAH COLLEGE OF ART & DESIGN

Master of Fine Arts, Graphic Design, 2011
Graduate Scholarship Recipient

CALIFORNIA UNIVERSITY OF PENNSYLVANIA

Bachelor of Science, Graphic Design, 2007

INTERNATIONAL ACADEMY OF DESIGN AND TECHNOLOGY

Associate Degree, Graphic Design, 2005

Academic Positions

POINT PARK UNIVERSITY, SCHOOL OF COMMUNICATIONS

Adjunct Professor, Interactive Design I and II, 2020 to Present

UNIVERSITY OF PITTSBURGH, COLLEGE OF BUSINESS ADMINISTRATION

Adjunct Professor, Brand Management, 2020

YOUNGSTOWN STATE UNIVERSITY, CLIFFE COLLEGE OF CREATIVE ARTS & COMMUNICATION

- **Tenured** Assistant Professor of Graphic + Interactive Design, 2013 - 2019
- Full-time Temporary Assistant Professor, 2012-2013

EDINBORO UNIVERSITY OF PENNSYLVANIA, SCHOOL OF ART

Full-Time Temporary Instructor, Graphic Design, 2011-2012

CARNEGIE MELLON UNIVERSITY, SCHOOL OF DESIGN

Adjunct Professor, Web Design, 2010-2011

LA ROCHE UNIVERSITY, SCHOOL OF THE PROFESSIONS

- Visiting Professor, Graphic & Communication Design, 2009-2011
- Adjunct Professor, Graphic & Communication Design Summer 2009

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Professional Experience

UNIVERSITY OF PITTSBURGH, COLLEGE OF BUSINESS ADMINISTRATION AND KATZ GRADUATE SCHOOL OF BUSINESS

Associate Director of Student Engagement, August 2019 to Present

- Primary responsibilities include leading strategic marketing, advertising, and graphic design efforts by producing creative, engaging, and effective marketing deliverables utilizing content marketing, digital advertising, social media engagement, website design, and video media.
- Responsible for research, design, development, and launch of the unified Pitt Business website.
- Producer of Pitt Business Backstory, a two-time nationally award-winning recruitment campaign.
- Negotiated and formalized several affiliate partnerships with local professional organizations.
- Utilize Salesforce and Pardot to create multi-layered and geo-targeted e-mail journeys.

+PUBLIC LLC | Co-Principal, Creative Strategist + Design Thinking, December 2017 to Present

CONTENT GARDEN LLC | Freelance Creative Director, June 2016 - November 2017

SHIFT COLLABORATIVE, LLC | Creative Director, Co-Owner, 2012 - 2013

UPTO KNOW GOOD, LLC | Principal & Business Strategy, March 2011 - September 2013

ZOLA DESIGN, LLC | Principal & Creative Direction, August 2008 - 2012

PRISMA, INC. / H.J. HEINZ COMPANY | Graphic Designer, October 2007 - July 2009

PENNSYLVANIA EDUCATIONAL PUBLISHING ASSOCIATION | Designer, June 2007 - Oct. 2007

CALIFORNIA UNIVERSITY OF PA | Graphic Designer, University Marketing, Jan. 2005 - Oct. 2007

DYMNUN + COMPANY | Graphic Design Intern for California University of PA. Dec. 2006 - May 2007

BLAIR CORPORATION | Freelance Graphic Designer, August 2005 - January 2007

Volunteering

- American Marketing Association, Pittsburgh Chapter, Webmaster, 2019 - Present
- Bona Fide Bellevue CDC, Board Member, Chair of Marketing Committee, 2018 - Present

Selected Grant Awards & Authoring

- Co-Author & Investigator, "INPLACE," \$150,000 award, National Endowment for the Arts, 2016
- Primary Investigator & Financial Manager, "City of You Rebranding" \$103,000 grant award, 2016
- Year of Creativity, University of Pittsburgh, Seriously Creative: The Business of LEGO, \$2,000, 2019
- YSU University Research Council, "Digital-Interactive Branded Environments," \$5,000, 2018

Selected Awards, Scholarships, Publications

- **GDUSA Magazine, 2020 Best of Web Design award, "Pitt Business Backstory"**
- **2020 University & College Designers Assoc., Honorable Mention, "Pitt Business Backstory"**
- National Institute of Social Media, 2020 Scholarship Recipient
- Awardee of Ohio Governor's Award in the Arts, Community Development 2019
- University of Pennsylvania Executive Program in Art & Culture Strategies Scholarship 2019
- Ohio Economic Development Association, Best in Marketing, Winner, "City of You," 2017
- Youngstown State University Special Recognition in Research, "City of You, 2017"
- Higher Learning Commission Annual Conference 2017 Finalist, 2016 Winner
- Rotary International Paul K. Harris Award Fellow, 2012
- Logo Lounge and Master Logo Library Books, 2012, 2011, 2010
- City of Pittsburgh Mayor Luke Ravenstahl's Citizen Service Award 2011
- Get Involved! Baker Leadership Service Summit and Western PA Rising Star, 2011
- AIGA Pittsburgh Context Competition, 2009
- GDUSA Magazine, 2006