

TIM ROBERTS

SENIOR CREATIVE

West Hartford, CT

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Hello,

I'm a seasoned and versatile leader who combines strong business management skills with extensive, hands-on experience developing and delivering strategic results-oriented solutions for clients. I'm also a team player who thrives on collaboration and loves structured processes, but who also knows when to color outside the lines, stepping in to lead as necessary. These qualities make me an ideal candidate to join and lead a growing team of UX design and development professionals.

As a candidate, here's what I could immediately bring to the table:

A history of bottom line results—in the millions

The work I've done as part of my team has contributed to millions of dollars of revenue growth for clients, including \$7 million for an insurance company, \$2.5 million for a frozen foods distributor, and close to \$1 million for a Los Angeles fashion designer (more on my resume).

Discovery master—getting to the heart of the matter

For three years, I've been a member of a web business bootcamp/mastermind group run by a Denver company called Ugurus. One of the core principles of the program has been the discovery process. What I've learned is that most businesses have stated needs, but those needs are always a symptom of a larger issue. I'm highly skilled at asking the right questions and digging deeper to get to the root of the problem clients face. I'm also skilled at identifying ideal customer targets, creating user personas and working to reach those customers in a meaningful way through the work being created. Doing so paves the way for the right strategy, solution and execution on their behalf. This discovery process has helped me drive significant business impact for clients.

Design for the web & print

I've been designing for the web & print for 17 years. I've been building websites for just as long. My own personal design process has involved thorough discovery research, moodboards and sketches, wireframes and prototypes, using a mix of pen & paper and online prototyping tools, depending on specific project needs.

Ongoing education

I'm a perpetual student. My Mastermind group provides daily education. I'm also constantly seeking out new information to deepen my skillset. I'm a Hubspot Certified Content Marketer and currently in the midst of Google Partner certification and Hubspot's Inbound Marketing and Growth Driven Design Certifications.

World-class Juggler

No, not really. But juggling responsibilities? Yes. I've been running a small business for nearly 15 years, and the very nature of that has been that I've had many varied responsibilities that touched every aspect of the business, including account and project management, new business, marketing strategy, design (for the web and print) and development.

It's all people

Having worked directly with business owners for nearly 15 years, I'm very skilled at working constructively with all kinds of people. Small business owners, in particular, have set me up to manage, work with, and diffuse situations with people well, because they're often too close to the money and decisiveness can be a tricky road to navigate. This experience has set me up well to work with other partners, teams and stakeholders.

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Mindfulness

I'm also an avid yogi and meditator... and you might be wondering why that experience has any bearing on how I interact with people. It means that I'm mindful—I listen more than I speak, and am able to truly hear people and receive opinions, feedback and ideas. I crave collaboration.

I look forward to contributing my diverse skills and experience to a growing team in the greater Hartford area.

Sincerely,
Tim Roberts

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OVERVIEW

A seasoned and versatile leader who combines strong business management skills with extensive, hands-on experience developing and delivering strategic results-oriented solutions for clients. A team player who thrives on collaboration and loves structured processes, but who also knows when to color outside the lines, stepping in to lead as necessary.

EXPERTISE

As an entrepreneur, I touched all aspects of the business that I co-founded and ran for 14.5 years. I'm able to think on my feet, juggle responsibilities and act decisively. The expertise I've developed is diverse and bridges a lot of gaps between departments, and includes:

- **Project discovery & strategy** - competitive analysis, user personas, buyer's journey, marketing strategy
- **Process** - developed in-depth discovery, qualification and onboarding processes for new business efforts, as well as internal project processes
- **Project management** - management of client expectations and contractor resources to get projects done on-time and within budget
- **New business** - responsible for discovery, client meetings, scoping, quoting, presenting and writing proposals for new projects
- **UX design, responsive web design, print design**
- **HTML, CSS, responsive web development**
- **Hubspot Content Marketing Certified** - copywriting for websites, landing pages, social media marketing & email marketing
- **Professional photography** - products, staff photos, office spaces, manufacturing plants

ACHIEVEMENTS

My areas of expertise have played a pivotal role in achieving significant results for clients:

- A frozen foods master distributor went from \$0 to \$2.5 million in online sales using a custom ecommerce system that my company designed, built and deployed
- A personal & commercial lines insurance company has generated nearly \$15,000 per day and \$7,000,000 in revenue since launch
- A fashion designer went from \$0 to well over \$500,000 in online sales with a custom Shopify website
- A customized online system for a specialty insurer generated sales of more than \$3,000,000
- An administrative tool for an optometric buying group generated almost \$860,000 in revenue

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EXPERIENCE

CO-FOUNDER, CHIEF CREATIVE OFFICER

Crucial Networking, LLC | April 2002 - December 2016 | www.contactcrucial.com/tr/

B2C marketing & web strategy agency serving businesses small and large, for clients including Hartford Healthcare Medical Group, Bauer, Inc., White Memorial Conservation Center, Mike Farris (Grammy-winning musician), Candlebox (multi-platinum selling band), Physical Therapy and Sports Medicine Centers, Winding Trails, Middlebury Consignment and Renbrook School.

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WEB DEVELOPER

Keiler, Farmington, CT | October 2002 - February 2005

Award-winning B2B advertising agency with national and global clients. I was an integral part of the interactive team at this agency, which numbered roughly 80 at the time of my employment.

- Supported major online marketing initiatives for clients including Lockheed Martin, Bendix Brakes, Deloitte, Stanley, ISO, Safire Jet, Simplex, OnePearl, Svigals, Tyco, SSI, Dux Beds and WNS Global
- Worked with interactive team and copywriters to develop tightly targeted, on-brand and on-message web assets
- Website/Microsite design
- HTML, css, development
- Banner ad design, development and production

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PRODUCTION SPECIALIST

Innovative Internet Marketing Solutions, Wallingford, CT | May 2001 - October 2002

Prominent online marketing agency with a team of around 30 that was eventually acquired by Acsys Interactive (now Primacy).

- Took PSD files from designers and built into functional, efficient and thoroughly tested HTML
Learned the importance of standardized code from site-to-site, so any developer on the team could take over
- Learned the importance of bridging the gap between what can be designed and what can be built

SOFTWARE

- Adobe CS (Photoshop, Illustrator, Premiere, Dreamweaver, InDesign, Bridge)
- WordPress
- User behavior: Crazyegg, Inspectlet, SumoMe
- Microsoft Office (Word, PowerPoint)
- Communication: Skype, Slack, Zoom
- Wireframing: Pen, paper & sketchbook, Axure, Balsamiq, Wireframe.cc, Mockingbird
- Quoting/proposals: Quoteroller, Bidsketch, Qwilr
- Web typography: Typekit, fonts.com, Google fonts
- Project management: Teamwork, Basecamp, Podio, Trello
- Email marketing/marketing automation: Mailchimp, Drip, Mautic, Woodpecker
- G Suite by Google Cloud
- Miscellaneous: Garageband, Canva

EDUCATION

UNIVERSITY OF CONNECTICUT, SCHOOL OF FINE ARTS

BFA, Photography & Illustration

UGURUS, LLC - UGURUS.com

Business Bootcamp graduate and Mastermind member

HUBSPOT

Content Marketing Certified