

# Robert Blair

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## EXPERIENCE

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### Marketing Coordinator

September 2021 - Present

Ted Turner Reserves | Raton, NM

- Create engaging and high-quality content for various channels, including website, social media, and email, while staying abreast of industry trends and best practices.
- Conduct regular content audits to ensure accuracy, relevance, and adherence to brand guidelines, and implement improvements based on insights.
- Lead content planning and editorial calendars, coordinating with internal stakeholders and external contributors to ensure timely delivery of quality content.

### Content Manager

March 2021 - September 2021

Olsen's Greenhouse Garden | Salem, UT

- Lead the way for educational content, recruiting materials, and organic content for the company's in-store teams.
- Evaluate and revamp the company's brand presence with a modern approach, look, and feel.
- Manage, oversee, and develop all creative content for social media, website, and other digital marketing outlets.

### Social Media and Influencer Manager

April 2019 - March 2021

Liberty Safe | Payson, UT

- Develop, curate, and schedule viral B2C content - blogs, educational videos, photos, etc. - over Facebook, Instagram, TikTok, Twitter, and Pinterest.
- Direct a team of over 150 product ambassadors in the natural implementation of promotions into daily and weekly posts and stories.
- Implement radical strategies to the public approach of the brand, resulting in multi-million dollar returns and global recognition.

## EDUCATION

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Utah Valley University | Associate of Science in Biology

Dec. 2018

- GPA: 3.8/4.0

### Volunteer Development

Banjoko Wildlife Preserve, Sunspring Ranch, Great Basin Wildlife Rescue

## SKILLS

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Adobe Creative Suite | Hubspot | Sprout Social | Content Marketing | Social Media Marketing | Digital Marketing | Customer Communication and Management | Innovation and Change | Pattern Recognition

