

## **JINEAN ROBINSON**

## **Art Director / Creative Director**

### **Education:**

The Creative Circus / Atlanta, GA • Art Direction  
Spelman College / Atlanta, GA • BFA Studio Art

### **Experience:**

*GERM Atlanta, GA Founder / Creative Director, 2006 - Present*

Responsible for developing and managing marketing solutions that tripled sales projections and garnered 1.7+ billion media impressions across several organizations. Expertise in developing integrated through the line programs within target markets. Founded creative boutique, GERM, a resource for Brands and Agencies.

- Produced the following: AdCouncil (Target Smarts), Arista Records, Bird Studios, Georgia Power (LMC), Georgia Tourism (LMC), Luster's (Matlock), McDonalds (Burrell), Merck Isentress (Prime Access), Merck Victrellis (Prime Access), Novartis Be Sick! Smart, TwitChange, Verizon DSL & FiOS (Burrell), Wave Nouveau (TTG).
- Burrell Ad Age Multicultural Agency of the Year & Mosaic Award wins.
- Verizon Ad Age Marketer of the Year Award win.
- Georgia Tourism new business win for LMC \$4 Million.

*Burrell Chicago, IL Associate Creative Director, 2004 - 2005*

Responsible for developing and managing marketing solutions that garnered 24.6+ million media impressions.

- Produced the following campaigns: McDonalds, Toyota, and Verizon DSL & FiOS.
- Lead creative on Verizon DSL & FiOS.

*Element 79 Chicago, IL Art Director, 2002-2003*

Responsible for developing and managing marketing solutions that garnered 5.8+ million media impressions.

- Produced the following campaigns: Element 79, Gatorade, and Tropicana.

### **Awards, Press, Recognition:**

- 2011 Nasdaq Opening Bell Ringer
- 2010 Mashable Award Winner for Best Social Good Campaign
- 2009 FORM Top Creatives List
- ABC/WSB, The Addys, Adweek, Ad Age, Creative Loafing, CNN, ET, extra, Fast Company, Fox News, The Huffington Post, The New York Times, OK!, The Wall Street Journal, Mashable, NBC, USA Today.

### **Portfolio:**

- [www.jineanrobinson.com](http://www.jineanrobinson.com)

### **Management: 2006-Present**

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Burrell (12 months)

- As ACD for Burrell, hired and managed a team of consultants including senior teams, producer, mid-level designers.
- Launched, conceptualized, and produced a Verizon DSL integrated campaign, 'Realize'. Deliverables: Ambient, events, OOH, PR, newspaper, FSI, web, TV, radio.

Novartis (14 months)

- As CD hired by Novartis, launched, conceptualized, and produce the Be Sick! Smart Children's Art Program. Managed a junior team to execute 14-city US tour.

Prime Access (24 months)

- As Senior Interactive Art Director for Prime Access, managed two interactive designers working on a variety of Merck brands. Deliverables: mobile, apps, print, web.

TwitChange (16 months)

- Co-Founder/ECD of TwitChange. TwitChange is the first ever celebrity Twitter auction for charity. [www.TwitChange.com](http://www.TwitChange.com)
- Launched, conceptualized, and produced TwitChange 1.0 to build a home for orphans in earthquake torn Haiti. Managed over 100 volunteer graphic designers and 200 A-List celebrities from across the world.
- Launched, conceptualized, and produced TwitChange 2.0 for US Soldiers. Managed over 50 volunteer graphic designers and 250 A-List celebrities from across the world.
- Launched, conceptualized, and produced TwitChange 3.0 for CARE to educate girls in poverty. Managed over 50 volunteer graphic designers and 175 A-List celebrities from across the world.
- Launched, conceptualized, and produced TwitChange News, a 24-hr news source for how social media is making change in the world. Managed 25 volunteer writers and several graphic designers from across the world.

### **Skills:**

- Adobe CS5.5: After Effects, Dreamweaver, Fireworks, Flash, Illustrator, InDesign, Photoshop, Premiere Pro, iWork: Keynote, Numbers, Pages, Microsoft: Excel, PowerPoint, Word, CSS, Facebook, Final Cut Pro, HTML, OmniGraffle, Twitter, and WordPress.

### **Referrals:**

- <http://www.linkedin.com/pub/jinean-robinson/7/551/961>