

Robin M. Lyness

P.O. Box 838

Tewksbury, MA 01876

Tel (617) 852-7041

Email rmlyness@gmail.com

Web www.namastedesign.net

LinkedIn <http://www.linkedin.com/pub/robin-lyness/11/230/51>

Summary

Experienced professional with excellent interpersonal skills, strong written and verbal communication skills and technical savvy. Proficient in a number of software packages, able to multi-task and work well under pressure. Possess strong project management skills and international experience.

Core Strengths (As per recent performance reviews):

- Highly efficient, hard worker
- Consummate team player
- Excellent manager and organizer of resources (internal and external)
- Extremely organized and detail-oriented
- Experienced manager of multiple events across multiple geographies

Skill Set

Graphic Design

- Working as an independent graphic designer providing design for client's brochures, flyers, Web sites, logos and business cards.
- Provided design and layout for various projects at Vervaine Design; assisted with production work and image editing.
- Completed multiple in-house design projects including Arbor Partner Briefs, direct mail pieces and Arbor's product bezels (still currently used).
- Implemented and maintained new design standards in support of the corporate "look and feel" harmonization program, and became proficient in applying the style across all types of marketing materials; translated new FEI design standards into all former Micrion literature and resources, including facility's signage and corporate displays.
- Managed development and execution of marketing materials including design and desktop publishing, writing and editing of content, preparing files for press, and distribution of materials.
- Visit www.namastedesign.net for examples of projects and testimonials.

Print Production and Finishing

- Working as a Copy and Print Associate at Staples, Inc. providing customers with quality print products.
- Operate all copy and print machines, including wide format machines. Provide all document finishing including laminating, cutting, trimming along with wide format laminating, mounting and cutting.
- Sell print products through online kiosk, and produce instant in-store products including business cards, photo cards, calendars, labels, self-inking stamps and more.

Web Development

- Designed Web pages for corporate Web site and intranet site using multimedia and animation effects; assisted in Web site maintenance and creative development of pages, and provided counsel to corporate marketing communications on Web projects.
- Managed promotional items program and oversaw the development and launch of the Arbor Networks Company Store (www.trmiller.com/arbournetworks).
- Managed development of new Web content and collateral in support of product launches; worked closely with product management, graphic design firm, Web design firm and copywriters.

Project Management/Event Management

- Assisted Director of Marketing with Bit9's presence at the 2009 RSA Conference. Developed "out-of-the-box" Graffiti Battle theme as an extension to Bit9's previous theme, working with a minimal budget and leveraging existing resources. Managed all pre-event logistics leading up to a successful event. Utilized Eloqua email marketing program to create multiple demand generation emails; drafted press releases and news alerts.
- Managed Arbor Networks global events program, including all tradeshow, customer events, seminars and special events; helped coordinate sales training meetings and all-employee meetings.
- Worked closely with product management to organize Arbor's Annual Americas and European Customer Summits to educate and reward customers. (The Arbor Summits grew in attendance every year and resulted in multiple sales.)
- Managed portable exhibit program for leading women's healthcare company. Supported two Account Executives by generating proposals, work orders, addendums, processing payments and compiling mailing lists.
- Managed Arbor's presence at a range of events – from small, local special events to industry-wide fully produced tradeshow. Worked with marketing management and production companies to develop themes, create event plans and prepare budgets, and executed all aspects of the plan from booth staffing to post-show reports and leads follow-up.
- Assisted in development of "Booth Armada," a turnkey set of exhibits for regional events. Organized multiple regional events, both direct and partner events, in the Americas, Europe and Asia.

Technical Skills

Desktop publishing tools:	QuarkXPress, Adobe Suite (Photoshop/Illustrator/PageMaker)
Web publishing tools/skills:	Adobe (Dreamweaver/Fireworks), Microsoft FrontPage, Joomla (content management system), GoDaddy, Proficient in writing basic HTML code
Other programs:	Microsoft Office Suite; SalesLogix and Salesforce; Eloqua, ExactTarget and Swiftpage Email Marketing Solutions

Work Experience

Staples, Inc., Wilmington, Massachusetts, Copy and Print Associate	November 2010 - Present
Namaste Design, Tewksbury, Massachusetts, Freelance Graphic Designer	November 2009 - Present
Vervaine Design, Boston, Massachusetts, Graphic Design Internship	November 2009 – March 2010
Bath & Body Works, Everett, Massachusetts, Customer Sales Lead/Part-time Store Manager	February 2009 – May 2009
Sacks Exhibits, Wilmington, Massachusetts, Project Coordinator/Account Manager	April 2009 – July 2009
Bit9, Waltham, Massachusetts, Marketing Consultant	February 2009 – April 2009
Arbor Networks, Chelmsford, Massachusetts	2004 - January 2009
<i>Events Manager</i>	
<i>Events Specialist</i>	
<i>Marketing Communications Specialist</i>	
FEI Company/Micrion Corporation, Peabody, Massachusetts	1996-2003
Marketing Communications Specialist, FEI Company	
Marketing Communications Coordinator, FEI Company/Micrion Corporation	
Administrative Assistant, Micrion Corporation	

Education, Professional Associations and Volunteer Activities

Saint Michael's College, Colchester, VT, Bachelor of Arts, Psychology	May 1996
Merrimack College, Merrimack, MA, Web Fundamentals, Internet Languages, Graphics and Techniques	June 1998
University of Massachusetts, Lowell, MA, Desktop Publishing: Layout and Production	Spring 2010
Exhibitor Show, Tradeshow and Exhibit Marketing Conference	1999, 2001, 2005
Toastmasters International, Member of Lexington Chapter	2007, 2008
Meeting Planners International, New England Chapter, Member of Special Events Committee	2008, 2009
Volunteer at T.H.E. Farm in Tewksbury and local farmer's market	2010 - 2011