

**Rob Bates**  
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**rob.bates.j@gmail.com**  
**Portfolio: www.robbatesdesign.com**

**Skills**

Adobe Illustrator • Photoshop • Wordpress/Woocommerce • HTML/CSS • Copywriting • Problem Solving • Business Planning • 15 years in Graphic Design • Creative Marketing Ideas • Instagram Marketing • Social Media • Inventor (my patent#US8950013B2)

**What I've been up to**

**LPD Music Internartional**  
**Social Media/Marketing Director**  
Jan 2019-Current

LPD Music is a full line musical instrument wholesaler. I'm in charge of marketing 180+ brands and over 5000 products. Including Danelectro and Aria Pro II guitar brands.

**Highlights**

- Fixed and secured their spam email problem
  - Discovered a hack on the website and layed out steps to fix it
  - Re-built their website to be more user friendly and with a goal to collect emails from potential leads
  - Built sales pages for Danelectro, Aria, Aria Pro II, and Paracho Elite guitar brands
  - Organically took their IG from 109 to 370 followers in two months. With a focus on music shops, not end users
  - Planned social media posts on FB and IG on a weekly schedule with Buffer
  - Improved SEO to rank for "Music Wholesale" and other related terms
  - Connected Google Anylytics and search console
  - Generated 500+ leads for the sales team from Instagram
- Currently taking steps to implement a B2B ecommerce ERP system

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**American Awards and Engraving**  
Oct 2014 - Current

My family's business. I still work there as a graphic designer when needed

**Highlights**

- Learned Sublimation printing
- Improved my Illustrator skills, creating designs for clients
- Built awardsbrighton.com

**1effinink.com**  
Aug 2017-Aug 2018

I launched this site with the goal to simplify my work load, while focusing on digital marketing and web design. The business was doing well enough that I could've hired a printer. By the time the lease on the warehouse was up, I was so burnt out, I decided to get out of the print business

**Highlights**

- Learned HTML, CSS, Wordpress, Woocommerce
- Grew the Instagram account from 150 followers to 2500 in less than year using influencer marketing
- Ran the whole show
- NEVER MISSING A DEADLINE

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**Shirt Razor**

June 2014 - Aug 2017

I had been screen printing on the side while I pursued all the past ideas. I was about to get out of printing when an old friend contacted me wanting to get into the shirt business. He was a teacher and thought he could sell shirts in his school district.

The business grew for the first 2 years, but it stopped growing in year 3 because he was a full time teacher and didn't have time to bring in new customers. I was handling day to day operations and couldn't devote the time to sales and marketing the business needed

**Highlights**

- Organization skills with high work volume
- Printing /ordering/customer service
- Creating and fixing client's artwork
- NEVER MISSING A DEADLINE

## **Grip Gear**

March 2009 - 2014

This was an idea I had for a work garment with grips on the front, sides and sleeves of a garment for helping warehouse workers secure objects while picking orders.

### **Highlights**

- Writing a business plan
- Pitching and trade shows
- Filing a Patent
- Had meetings with a lot of larger companies and distributors(Grainger, UPS etc, )
- The business ultimately failed because it was under capitalized and my inexperience. In retrospect, the product was good, but not great.

## **Poolgeek.com**

2007 - 08

Warehouse/order fulfillment. I took this job in between tours. I experienced the fulfillment side of an ecommerce business

### **References:**

**Daren Shanholtzer(current band member)**

(810)399-8287

**Keith Dunn(worked with me on Grip Gear)**

(810) 772-9609

**Rob Nowak(worked with me in Shirt Razor/One ink)**

(586) 933-6027

## **Downtown Brown**

2005 - 12

Full time Musician. Helped with booking tours and managing the band. Also learned basic marketing and working with people as a team.

### **Highlights**

- 7 Full US tours
- Week on the Warped Tour with appearances on Ernie Ball Stage along with an Ernie Ball string endorsement
- Opening for countless national acts
- DIY ethics
- Organizational skills(tour booking/recording sessions)

## **Merica Printing**

2004 - 2008

First business, learned a ton. Failed because I was young focused on being in a touring band.

### **Highlights**

- Customer service
- Hitting deadlines
- Basic business operations
- Started to learn Illustrator and Photoshop

## **Education**

### **Kopywriting Course**

2017

### **Lansing Community College**

2004(two semesters)

### **CMU**

2003(one semester)