

Rob Bates

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WORK EXPERIENCE

LPD Music International

January 2019 – Present

Marketing, Social Media, Web Design, Graphic Design, Copywriter

Madison Heights, MI

- Our team grew the Aria Pro II dealer network from 20 shops in 2019 to over 160+ currently
- Conceptualized, built, and deployed a python script saving the LPD sales team 800+ hours per year
- Added 3000+ followers to LPD's social channels
- Generated 1000+ qualified leads for the sales team from social media, SEO, and email marketing
- Configured SEO and increased organic web traffic to lpdmusic.com by 315%
- Designed sales pages for Aria, Aria Pro II, and Paracho Elite guitar brands
- Gained visibility with self-created social media content for @danelectro_official's 120k IG followers
- Configured spam protection, implementing DMARC, DKIM, and SPF records
- Oversaw the migration of lpdmusic.com to secure server
- Rebuilt and maintain LPD's 283 page catalog

One Effin' Ink

June 2017 – August 2018

Owner, Printer, Social Media, Copywriter, Web and Graphic Designer

Livonia, MI

- Built an e-commerce website for the print business with Wordpress and Woocommerce. Clients could upload artwork, design shirts, and place orders entirely through the website
- Influencer marketing campaigns

Shirt Razor

June 2014 – June 2017

Co-Owner, Printer, Graphic Designer, Sales

Livonia, MI

- Printing, art preparation, purchasing, accounting, and customer service

Grip Gear

March 2009 – March 2012

Inventor

Howell, MI

- Copywriting, product development, customer surveys, pitching at national trade shows
- Utility patent granted - patent # US20100229278A1
- The Grip Garment patent has been cited as prior art by companies like NIKE, UNDER ARMOUR, & COLUMBIA SPORTSWEAR

SKILLS & INTERESTS

Skills: Copywriting • Graphic Design • Adobe Illustrator • Photoshop • Indesign • Web Design • HTML/CSS • WordPress • Woocommerce • Elementor • SEO • Ahrefs • Google Workspace • Google Analytics • Google Search Console • Social Media • Buffer • Agorapulse • Hashtag Research • Lead Generation • Email Marketing • Mail Chimp • Klavyio • Python(novice) • After Effects(novice)

Interests: Playing the bass guitar • Playing Rocket League • Making music with friends • Listening to records • Listening to podcasts • Watching the Detroit Lions lose