

Rob Bates

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WORK EXPERIENCE

LPD Music International

Jan. 2019 – Present

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

Madison Heights, MI

- Generated 800+ targeted leads for the sales team from Instagram
- With proper SEO setup I increased organic web traffic by 315%
- Increased site speed by 35% with properly sized/compressed images and caching
- Built sales pages for Aria, Aria Pro II, and Paracho Elite guitar brands
- I've taken hundreds of photos for LPD's website, catalog, and social media pages
- Social media content I've created has been used by @danelectro_offical (110k IG followers)
- Using hashtag research, I've had IG posts accumulate almost 10,000 impressions

One Effin' Ink

June. 2017 – Aug. 2018

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

Livonia, MI

- I built a full e-commerce website for my print business with Wordpress and Woocommerce. Clients could upload artwork, design shirts, and place orders entirely through the website
- Using influencer marketing, I grew One Ink's Instagram from 150 followers to 2500 in less than a year

Shirt Razor

June. 2014 – June. 2017

Co-Owner, Printer, Graphic Designer, Sales

Livonia, MI

- I handled printing, art preparation, and customer service

American Awards and Engraving

June. 2011 – Aug. 2019

Graphic Designer

Brighton, MI

- Created plaques, signs, and sublimated goods for all types of different customers

Grip Gear

March 2009 – March 2012

Co-Owner, Inventor

Howell, MI

- Gained experience in product development, customer surveys, and preparing for national trade shows.
- I was granted a utility patent for this concept. US20100229278A1 My patent has been cited as prior art by companies like NIKE, UNDER ARMOUR, & COLUMBIA SPORTSWEAR.

SKILLS & INTERESTS

- **Skills:** Copywriting • Graphic Design • Adobe Illustrator • Adobe Photoshop • Web Design • HTML/CSS • Wordpress • Woocommerce • SEO • Google Analytics • Google Search Console • Social Media • Buffer • Hashtag Research • Lead Generation • Email Marketing • Mail Chimp • Screen Printing
- **Interests:** Playing the bass guitar • Playing Rocket League • Jamming with friends • Listening to records • Listening to podcasts • Watching the Detroit Lions lose