

Rob Bates  
(517)420-5778  
rob.bates.j@gmail.com

**Skills**

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

**What I've been up to**

**Frelance design/web**

Sept 2018-Current

Building websites, working with companies on social media projects

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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

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**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.

**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

## **Poolgeek.com**

2007 - 08

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

## **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

### **References:**

**Daren Shanholtzer(current band member)**

(810)399-8287

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

(810) 772-9609

## **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)

## **Education**

### **Kopywriting Course**

2017

### **Lansing Community College**

2004(two semesters)

### **CMU**

2003(one semester)