

Robert Gallardo

Deerfield Beach, FL
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PROFESSIONAL SUMMARY

Dynamic marketing and design professional with 8+ years of experience leading integrated campaigns, optimizing UX, and driving revenue growth through performance-driven creative strategy. Proven track record in cross-functional leadership, digital advertising, and data analytics. Adept at aligning brand storytelling with ROI-focused execution.

WORK EXPERIENCE

Engineering For Kids/School is Easy Franchises

Boca Raton, FL

Marketing Coordinator & Account Representative

Sep 2024 – Feb 2025

- Coordinated cross-departmental projects between sales and marketing teams, ensuring efficient resource allocation and streamlined communication by negotiating priorities and aligning objectives between departments.
- Managed end-to-end execution of 12-15 projects annually, including campaign rollouts, product launches, and sales initiatives, consistently meeting deadlines and delivering measurable results.
- Developed targeted marketing strategies to assist Franchise Partners by integrating market insights, customer data, and feedback to drive lead generation, conversion, and revenue growth.
- Served as the primary account manager for educational franchise partners, addressing marketing needs and ensuring satisfaction through personalized support.
- Collaborated with cross-functional teams, including marketing executives, managing directors, social media coordinators, designers, and writers, to create comprehensive marketing solutions and campaigns.

University of Miami - Frost School of Music

Coral Gables, FL

Event Marketing Specialist

Mar 2023 - Feb 2024

- Developed and implemented an integrated marketing strategy across print, web, social media, radio, and collateral with a \$100K annual budget.
- Researched audience demographics, market trends, and competitors to identify target audiences for live concerts, resulting in a 15% increase in ticket sales through targeted promotional efforts.
- Contributed to the development and execution of email marketing campaigns targeting a subscriber base of 13,000, leading to a 20% increase in conversions and ticket sales.
- Developed and managed Google Search and Display Ad campaigns, analyzing data to optimize performance, resulting in a 15% increase in click-through rates and search results.
- Designed digital, print, and collateral marketing materials increasing brand awareness and customer engagement.

CabinetParts.com / KeatsCastle.com

Pompano Beach, FL

Senior Graphic Designer and Marketing Coordinator

Mar 2019 – Mar 2023

- Redesigned key sections of the luxury website KeatsCastle.com, improving User Interface and User Experience to increase average user session duration by 50%.
- Led the art and creative direction of graphics and marketing campaigns for weekly emails at CabinetParts.com reaching over 500,000 subscribers.
- Achieved a 50% annual revenue growth for CabinetParts.com email campaigns from 2019 to 2020 and 2020 to 2021 by implementing strategic design and marketing initiatives.
- Created and published daily content on Twitter, Facebook, and Instagram, resulting in a 15% increase in engagement and a 10% gain in followers annually.
- Designed and managed Google Display and Responsive Ad campaigns for 25+ product categories, achieving a 1.97% Click-Through Rate for search ads and 0.40% Click-Through Rate for display ads, both exceeding industry benchmarks.

United Parcel Service

Fort Lauderdale, FL

Shipping & Operations Lead

Oct 2017 - Mar 2019

- Contributed to the shipping terminal team that earned the second-highest ranking in the country for accuracy, timeliness, and shipment volume from 2018 to 2019.
- Promoted to Operations Lead, handling next-day and second-day air freight shipments, resulting in a 20% increase in on-time delivery rate.
- Operations lead in charge of coordinating opening and closing procedures in collaboration with the shipping manager.

Mr. Foamer Inc. Car Wash Parts Manufacturer and Signage

Senior Operations Manager

Stuart, FL

Sept 2016 - Mar 2017

- Led operations across four departments—sign shop, manufacturing, graphic design, and shipping—with a team of 11 employees, generating an annual revenue of \$6 million.
- Created and implemented standard operating procedures for the sign shop division increasing efficiency and ensuring timely project completion.
- Optimized the layout, workflow and assembly process for the signage, production, and shipping departments to reduce bottlenecks, leading to a 20% increase in production and 15% reduction in waste for Q4 of 2016.
- Improved operational efficiency by introducing status updates, progress tracking, and a daily production schedule resulting in improved inventory management and more accurate per-unit production costs for manufacturing and shipping.

QuinComm Web Design

Senior Marketing & Account Manager

Jupiter, FL

Sept 2015 - Sept 2016

- Oversaw the design and development of an active portfolio of 10-12 client projects, managing websites ranging from 10 to over 100 pages in size.
- Collaborated with clients to create effective branding strategies and optimize website User Interface (UI) and User Experience (UX) designs.
- Developed site maps, wireframes and flow charts for both frontend and backend development, optimizing site architecture and functionality.
- Managed offshore developers and onsite graphic designers ensuring collaboration, productivity and alignment of project goals.

EDUCATION

Florida Atlantic University

Master of Business Administration, Finance

Boca Raton, FL

December 2024

Temple University

Master of Fine Arts – Sculpture

Philadelphia, PA

May 2007

University of Illinois

Bachelor of Fine Arts in Graphic Design & Sculpture

Chicago, IL

May 2004

Honors:

Future Faculty Fellowship, Jacob K. Javits Fellowship Alternative Recipient, Daedalus Fellowship Nominee, Graduate Teaching Assistantship 2006, 2007, Summa Cum Laude, Magna Cum Laude

SKILLS

Analytical Thinking, Critical Thinking, Financial Analysis, Financial Decision Making, Risk Management, Financial Statements, Investing, Data Analytics, Strategic Analysis, Research, Cost Analysis, Budgeting, Management, Communication, Microsoft Suite