



Dawn Marie Robért

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Summary

Talented, results producing creative professional with a proven record of accomplishments in problem solving, brand development, strategic thinking, design, and project management. Possesses strong communication and writing skills with the ability to motivate a team, prioritize, plan and execute ideas with efficiency and attention to detail. A positive thinker who thrives in a culture of dedication, teamwork, mentoring, and innovation.

Experience

SRS Acquiom, Inc., Denver, CO

May 2015 - to date

As the global leader for providing M&A closing and post-closing services, SRS Acquiom's purpose is to improve and simplify M&A through services including escrow, representations and warranties insurance, payments administration and shareholder representation. Engaged on more than 1,400 deals valued at over \$235 billion, SRS Acquiom represents over 130,000 shareholders across 100 countries and has disbursed over \$40 billion in payments.

Associate Director of Marketing and Communications

- Established the Editorial Board to generate quality, relevant content for trimester campaigns and business communication tracks in order to position the firm as a thought leader in M&A
- Wrote press releases and edited white papers and insights to align with the corporate brand strategy
- Launched new product, Escrow Shield Plus, in co-promotion with AXA Equitable Life Insurance
- Created and distributed targeted email marketing campaigns to generate qualified leads to sales
- Implemented solutions to improve client experiences on website and social channels
- Redesigned website to optimize engagement and increase subscription rates
- Created infographics to illustrate complex financial concepts for corporate website and email campaigns
- Designed and published 4th edition of "Tales from the M&A Trenches" and the "M&A Transactional Risk Guidebook"

Galaxy Nutritional Foods, Inc., North Kingstown, RI

August 1994 - May 2015

As a market leader in cheese alternative sales, Galaxy produces a variety of vegetarian and vegan cheese substitutes for mainstream and natural markets. Reporting directly to the VP of marketing and CEO across various management teams, my efforts were key to developing new products directly related to the growth and success of the company. Personally invited by CEO, Rick Antonelli, to relocate to corporate office in Rhode Island after corporate acquisition in 2009.

Art Director

- Created Galaxy Nutritional Foods Veggie® brand of cheese and dairy alternatives in 1996 which experienced record sales growth (325% in first year) and held the #1 position in the cheese alternative category through 2014
- Created Wholesome Valley Organic® brand, currently selling as the #3 top selling organic cheese slices
- Created the first rice-based line of cheese product packaging in 1996 earning \$5MM in sales
- Designed national print campaign with Sbarro® introducing the first low fat, lactose free pizza
- Lead art direction for co-marketing promotions with Subway®, Pizza Hut®, Tropicana®, GNC® and Wal-Mart®
- Won national Kroger® design competition introducing the first "Vegetarian Market" to their stores
- Designed and published company's 300+ page diet and recipe book, "The Seven Simple Steps to Veggiesizing" in 2002
- Created packaging designs for the US, Canada, and 10 export countries (including Japan, Mexico, Australia, United Kingdom, Israel) - responsible for conversion, translation and design
- Conceptualized custom tradeshow designs for up to 20x30 island and modular in-line exhibits including refrigerated product displays, kitchen and demonstration areas, audio visual effects, 3D signage
- Planned and directed a variety of lifestyle, food, personnel and product photo shoots, utilizing make-up/hair and wardrobe artists, food stylists, and photographers:
 - worked with Holly Andres for 2014 print ad shoot and Joyce Lee for 2014 food shots
 - worked with Robert Wiley of Wiley Foto for 2002 Veggiesizing recipe book food images
- Create effective package designs using color theory principles for a variety of formats such as:
 - Beverages & Frozen: gable cartons, Tetra Paks, cartons, molded plastics, paperboard, foil
 - Films: Polypropylene structures with gussets, 3 & 4-sided seals, resealable zippers, pouches
 - Display, Novelty & Industrial: chip board, corrugated, molded; single serve, bulk packs
- Experienced designer of POS collateral: Coupon dispensers, shopping cart signage, shipper displays, merchandising systems (channel & shelf), floor mats, static cling, posters

Experience *(continued)***Senior Project Manager, Creative Services**

- Responsible for daily management of AOR, PR, digital and media partners on brand strategy, production, and campaign launches, including:
 - \$4MM “Welcome Back” campaign launch and website renovation, 2014
 - GO Veggie!® brand restage: positioning, reformulation, and new packaging, 2012
 - Veggie® brand new product introductions, which grew from \$4MM (1986) to \$47MM (2001)
- Conceptualized and implemented GO Veggie! brand experiences for national tradeshow exhibits and consumer events in the US and Canada within tight budgets and strict deadlines
- Initiated applications and managed all trademarks and other intellectual assets
- Facilitated marketing information to key systems including R&D, manufacturing, social media, agency partners, customers and vendors to assure synchronized work environment
- Developed systems and processes for the workflow of materials in order to ensure efficient and timely fulfillment and tracking of tasks
- Managed all product item codes from UPC issuance for CPG to integration with GS1, GS1 Canada/ ECCnet ProSYNC, SPINS and IRI
- Developed “Quality and Nutrient Brand Standards” for R&D team to use as a basis for new product development, which includes:
 - Identifying and preserving commodity name versus USDA standards
 - Integrating AHA’s “heart healthy” standards
 - Validating nutrient and comparative claims for entire line of products
- Champion team member for non-GMO Project verification program
- Responsible for monitoring and reviewing all communications to ensure consistent brand standards across all print, digital and promotional assets
- Positioned and executed Hispanic, Latino and Mexican targeted media initiatives within the “Lactose Intolerants Anonymous” social campaign, 2015
- Assure regulatory compliance to support brand claims within FDA, CFIA and international food labelling laws for all packaging and advertising

D3Designpro.com**June 1990 - to date**

Developed personal website to showcase my design portfolio and marketing services.

Freelance Designer and Art Director

- Designed website and email marketing campaign for RevealPros.com, a national real estate agent search engine and database; Staged concept for multi-industry expansion
- Successfully managed business and gained contracts for various print and digital advertising
- Team member for Jackson Design, the marketing team responsible for introducing Orlando Predator® Arena Football team to Greater Orlando market
- Personally invited to design IFBB Mr. Olympia World Champion 1986, Steve Brisco’s training brochure

Education**Rollins College, Winter Park FL****B.A., English / Psychology 1992**

- Graduated 3.4 G.P.A., President’s List for Academic Excellence
- Study Abroad: Art & Architecture in Renaissance Italy, January 1989
- Albin Polasek Art Scholarship, 1996 – 1990

Technology

Proficient on both Mac and PC platforms:

- Adobe Creative Cloud: Illustrator, Photoshop, InDesign
- Microsoft Office 2011: Outlook, Excel, Word, PowerPoint
- Website / CMS: Expression Engine, WordPress, HTML, Constant Contact, Survey Monkey
- Other: QuarkXpress, Barcode Producer, Alinea, Blogger, NetSuite, iMovie

Fun facts about me

- **Tokyo, Japan:** Lived there from 1975 -1976 while my father played for the Yomiuri Giants
- **Shea Stadium Souvenir Girl:** My first job while living in NYC for the summer of 1984
- **1986 World Series:** Attended games and cheered the Mets manager/father, Davey Johnson, to victory
- **Studied abroad in Italy:** Witnessed the Sistine chapel ceiling restoration in 1989; Climbed 296 steps to the top of the Tower of Pisa before it was condemned in 1990
- **NAUI certified diver:** Experienced open water, cave, wall, wreck, night diver
- **Favorite sports:** Cycling, snowboarding, hiking, swimming, waterskiing, wake boarding
- **Creative outlets:** Writing children’s stories, drawing and painting, blogging - since 2009
- **Special causes:** Compassion International, We Care Suicide Prevention Center