



# ROBERT HOPKINS

Senior Digital Designer/Developer

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## WORK EXPERIENCE

### SENIOR DIGITAL DESIGNER - ALLCAMPUS 2020 - PRESENT

Leading key projects, initiatives and client launches. Design and develop a wide range of collateral for leading universities such as microsites, landing pages, marketing/social media banners, email marketing, brochures and A/B testing.

### FRONT-END DEVELOPER & WEB DESIGNER - L2 INTERACTIVE 2006 - 2020

Lead designer for web design concepts, email marketing, microsites and banner ads. In 2016, I was promoted to front-end developer which includes producing HTML, CSS, JavaScript, JQuery and content management for Corporate and Performing Arts clients.

### INTERN - NORTHERN ILLINOIS OUTREACH 2006

Designing print marketing materials such as direct mailers and brochures for the university.



## EDUCATION

### NORTHERN ILLINOIS UNIVERSITY 2003 - 2006

Bachelor of Fine Arts Degree in  
Visual Communication

### HARPER COLLEGE 2000 - 2002

Associates Degree in Art



## REFERENCES

#### JANA YOUNG

Vice President  
L2 Interactive  
630.677.3853  
jana@lynch2.com

#### DENNIS BASCH

Graphic Designer  
L2 Interactive  
847.772.0419  
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#### LINDSAY MURPHY

PHP Developer  
Camping World  
815.494.0563  
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#### STUART HOPKINS

Web Engineer  
ActiveCampaign  
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## ABOUT ME

I am a Senior Digital Designer at AllCampus. My primary roles at AllCampus include leading key projects, initiatives and client launches. Design and develop a wide range of collateral for leading universities such as microsites, landing pages, marketing/social media banners, email marketing, brochures and A/B testing. I have been in the web industry for 17 years. Early in my career, I was the lead web designer and front-end developer for L2 Interactive which includes producing HTML, CSS, JavaScript, JQuery and content management for Corporate and Performing Arts companies.



## PROFESSIONAL SKILLS

Adobe Photoshop	●	●	●	●	●	●	●
Adobe Illustrator	●	●	●	●	●	●	●
WordPress	●	●	●	●	●	●	●
HTML/CSS	●	●	●	●	●	●	●
JavaScript	●	●	●	●	○	○	○
Digital Marketing	●	●	●	●	●	●	○



## EXPERIENCE

