

# ROBERT BUCHANAN

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## Creative Director / Marketing Leader

Hands-on creative leader with 20+ years of experience building brands, campaigns, and systems across digital, print, web, and internal tools. Known for owning work end-to-end – from strategy through execution – and for bridging the gap between idea and implementation.

Leads with clarity, builds with intent, and stays close to the work to ensure it holds up in the real world.

## CORE STRENGTHS

- Creative direction grounded in execution
- Brand systems and campaign development
- Digital, web, and UX thinking
- Marketing strategy and demand generation
- Internal tools and system design
- Cross-functional collaboration and leadership

## WORK EXPERIENCE

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### DIRECTOR OF MARKETING

WiTricity AI Tech, LLC

9/2025-Present

Advanced through multiple leadership roles in a boutique agency environment while remaining fully hands-on across all work.

- Own all marketing and visual communication across digital, print, web, and events
- Built a centralized marketing reporting system to track campaign performance and activity
- Developed a full UTM-based attribution framework across print, web, and email
- Designed and developed the company website and ongoing digital presence
- Created campaigns, videos, sales materials, and executive communications from the ground up
- Led trade show creative, including booth design, messaging, and supporting assets
- Developed PR strategy and messaging, contributing to increased visibility and inbound interest
- Partnered directly with leadership to translate business goals into clear, executable work

### VP, CREATIVE & WEB DESIGN (Hands-On Art Director / Senior Designer)

The White House Group, Inc., Fishers, IN

2000 – 2025

Advanced through multiple creative leadership roles within a boutique agency environment while remaining fully hands-on throughout. Led design execution across branding, digital, print, and web for clients in manufacturing, healthcare, nonprofit, education, and retail.

- Led design and execution across branding, campaigns, web, and multi-channel marketing
- Built and maintained responsive websites using HTML, CSS, JavaScript, and PHP
- Designed campaigns, presentations, trade show materials, and digital content
- Developed and maintained WordPress sites with custom front-end work
- Collaborated directly with clients and internal teams to align creative with strategy
- Mentored junior designers and helped establish quality and workflow standards
- Transformed legacy brands into scalable, consistent systems across channels

### GRAPHIC DESIGNER / PREPRESS

- Early Career Roles – 1994–1999
- Built foundational expertise in production, layout, and execution under tight deadlines.

# TOOLS & CAPABILITIES

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## Design & Creative

Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Premiere Pro, Acrobat)  
Google Suite (Docs, Slides, Sheets, Sites)  
MS Office Suite (Word, Powerpoint, Excel, Outlook, Teams, One Drive, One Note)  
Branding & Visual Systems  
Campaign & Marketing Design  
Print & Digital Production  
Video Editing (non-motion graphics)

## Web & Digital

HTML, CSS, JavaScript, PHP, WordPress, Responsive Design

## Marketing & Analytics

Google Analytics, Google Ads, Search Console, UTM tracking, campaign reporting

## Collaboration & Leadership

Cross-functional leadership, stakeholder communication, project prioritization

# EDUCATION & CERTIFICATIONS

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## DOUBLE MAJOR – GRAPHIC DESIGN & ILLUSTRATION

Bachelor of Fine Arts (BFA)  
Virginia Commonwealth University

## HUBSPOT SOCIAL MEDIA CERTIFICATION - 2025