



# ROBERT FULGHAM


## CREATIVE GROWTH STRATEGIST & MARKETING CONSULTANT


EXPERT IN SOCIAL MEDIA, BRANDING, AND HIGH-IMPACT REVENUE CAMPAIGNS

### CONTACT

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Bacoor City, Cavite, Philippines
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<https://robertfulgham18.wixsite.com/coachrobportfolio>

### SKILLS

- Leadership and Team Management
- Sales and Marketing
- Creativity and Innovation
- Communication and Presentation
- Problem Solving and Critical Thinking
- Technical Proficiency in Graphic Design and Video Editing Tools
- Customer Service Excellence

### CERTIFICATIONS:

- Developing a Creative Concept for Branding Projects | Domestika
- Foundations of Project Management | Google & Coursera
- Art Direction for Visual Branding | Domestika
- Studio Management | Kodak

### AWARDS AND RECOGNITIONS:

- Excellence in International Sales Strategy Execution:** Achieved a 65% increase in annual revenue through strategic international sales initiatives.
- Leadership in Workforce Development:** Boosted workforce product literacy by 80% and drove a 300% increase in sales in just six months.
- High-Value Client Acquisition Award:** Secured a pivotal client, enhancing the company's market share in fiber materials.
- Innovation in Product Analysis:** Developed advanced metrics for evaluating product performance, resulting in significant operational improvements.

### OBJECTIVE

A results-driven Creative Director and Social Media Strategist with 35+ years of experience in the creative industry and over two decades in hands-on sales and digital marketing. I specialize in transforming brand stories into powerful visuals and campaigns that convert. My passion lies in designing standout content, managing high-impact marketing strategies, and leading teams that drive real results—both online and on the ground. Whether it's social media growth, brand identity, or campaign direction, I bring a deep, battle-tested skill set to the table. Now seeking a meaningful opportunity where I can help brands scale and connect, while also supporting my own entrepreneurial growth.

### PROFESSIONAL EXPERIENCE

**360 Logix Solutions Inc.**

November 2024 - June 2025

**Independent Consultant – Creative Strategy & Growth**

*Hired as Creative Director → Promoted to Growth Manager → Transitioned to Sales & Marketing Specialist*

Brought in as an external consultant to lead creative strategy and brand direction. My work immediately created significant impact—earning me a promotion to Growth Manager and later transitioning me into a Sales & Marketing Specialist role to directly drive revenue.

Within my first 30 days, I generated over ₱6.7 million in sales revenue under my personal account. This was the result of battle-tested strategies I've developed from 20+ years in marketing and creative leadership.

- Key Achievements:**
- Delivered ₱6.7M revenue in 1 month by building my own conversion funnel, campaign sequence, and nurturing strategy
  - Led the development of growth systems that merged creative branding with sales enablement
  - Directed campaign visuals and messaging to align with both business goals and audience behavior
  - Acted as strategic advisor across teams—helping align creative, operations, and sales under one growth roadmap

**The Creatives Hive**

January 2024 - November 2024

**Creative Coach**

- Mentored and developed creative talents, enhancing their skills in design and advertising.
- Provided strategic guidance to clients, aligning branding strategies with market trends.
- Solve complex creative challenges with innovative approaches.
- Oversaw multiple creative projects, ensuring quality and timely delivery.
- Conducted workshops and training sessions, fostering skill development and confidence.
- Delivered valuable market and industry insights, driving client success.


- Key Achievements:**
- Designed a branding strategy that increased client sales by 40%.
  - Developed a comprehensive graphic design workshop, significantly improving participants' design skills and creativity.


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- High-Value Client Acquisition Award:** Secured a pivotal client, enhancing the company's market share in fiber materials.
- Innovation in Product Analysis:** Developed advanced metrics for evaluating product performance, resulting in significant operational improvements.



### Comglasco AG

May 2016 - April 2017

#### Product Analyst

- Evaluated company products to ensure alignment with business needs and market trends.
- Collaborated across departments to enhance product analysis and presentation.
- Managed operational tasks, including costing, inventory control, planning, and budgeting.
- Utilized data analysis tools to assess product profitability and sales potential.



#### Key Achievements:

- Excellence in International Sales Strategy Execution:** Led sales and marketing initiatives at an international exhibition, achieving a 65% increase in annual gross income.
- Leadership in Product Literacy and Workforce Development:** Directed the creation of a 200-page product manual, improving workforce knowledge by 80% and boosting sales by 300% in six months.
- Strategic High-Value Client Acquisition:** Secured a high-ticket client, enhancing the company's market position in fiber materials for small boat manufacturing.
- Innovation in Product Performance Analysis:** Developed metrics to monitor profitability and sales, driving actionable insights and improved performance.

### PORTFOLIO

- Available upon request or viewable on LinkedIn. [linkedin.com/in/robertofulgham](https://www.linkedin.com/in/robertofulgham)
- <https://robertfulgham18.wixsite.com/coachrobportfolio>
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