## **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

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  $\rightarrow$  Promoted to Growth Manager  $\rightarrow$  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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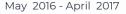
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- Innovation in Product Analysis:
   Developed advanced metrics for evaluating product performance, resulting in significant operational improvements.



## Comglasco AG

**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. <u>linkedin.com/in/robertofulgham</u>
- <a href="https://robertfulgham18.wixsite.com/coac/">https://robertfulgham18.wixsite.com/coac/</a> <a href="https://robertfulgham18.wixsite.com/coac/">hrobportfolio</a>
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