Robbie Wilson

Business Problem Solver

Marketing Operations | Strategy | Customer Journey

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Carrollton, TX

IMPACT

30+
YEARS EXPERIENCE

50M+
ANNUAL COMMUNICATIONS

2X
PRODUCTION CAPACITY

60%+
ERROR REDUCTION

8-12
TEAM LEADERSHIP

CORE STRENGTHS

- Business Process Optimization
- Marketing Operations
- Customer Journey Optimization
- Workflow Architecture
- Cross-functional Leadership
- Creative-to-Technical Translation
- Marketing Automation
- Problem Solving

TECHNOLOGY

- Salesforce Marketing Cloud
- AMPscript
- HTML / CSS
- Dynamic Content
- Segmentation
- Litmus
- Email on Acid
- ServiceNow
- Workfront
- Jira

EDUCATION

High School Diploma

PROFESSIONAL SUMMARY

For 30+ years, my career has lived at the intersection of creativity, technology, operations, and customer experience. Email and marketing were the environment; the deeper pattern was solving business problems - identifying friction, simplifying complexity, and designing better workflows, systems, and customer experiences. I am strongest when the challenge is messy, cross-functional, and not yet clearly defined. I translate between creative, technical, and business stakeholders, then build practical systems that improve quality, capacity, customer experience, and team performance.

HOW I THINK, BUILD, AND IMPROVE

Think

- Diagnose ambiguity
- Connect overlooked details
- Prioritize by impact

Build

- Design scalable workflows
- Translate between teams
- Extend platform capability

Improve

- Reduce risk
- Increase capacity
- Mentor better execution

PROFESSIONAL EXPERIENCE

Director of Digital Communication and Development — Targetbase | Apr 2005 - Apr 2025

MARKETING OPERATIONS | STRATEGY | CUSTOMER JOURNEY

- Led digital communications, development, strategy, and operational process across 8-10 enterprise brands and clients.
- Managed and mentored an 8-12 person team, balancing quality, capacity, risk, and individual growth.
- Partnered across Strategy, Creative, Account Services, and Development to deliver acquisition, engagement, and retention programs.
- Architected dynamic email solutions beyond standard ESP limitations using externally hosted assets, code, and custom development approaches.
- Rebuilt intake, production, and QA workflows to double throughput and reduce production errors by 60%+.
- Prioritized work during resource constraints by client impact, workload, business risk, and delivery requirements.

Sr. Interactive Designer / Developer — Fossil, Inc. | Aug 2000 - Apr 2005

Created digital and interactive design/development across multiple retail brands, bridging web, email, usability, and brand experience.

Creative Director / Department Manager — The Store Decor Co. | May 1995 - Jul 2000

Led art direction, design, digital imaging, production, and department management while building the company's first website.