

Robbie Wilson

Email Marketing • Strategy • Development

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EXPERIENCE

30+

AWESOME YEARS

ENTERPRISE CLIENTS

87

THRILLED AND ELATED

PASSION

∞

AND BEYOND...

CORE STRENGTHS

Email Marketing
Email Design / Development
Customer Journey Creation
Workflow Architecture
Marketing Operations
Business Process Optimization
Cross-Functional Leadership
Client Acquisition / Retention
Marketing Automation
Cross-Company Coordination
Hurdle Removal

TECHNOLOGY / PROGRAMS

Salesforce Marketing Cloud
AMPscript
HTML / CSS
Dynamic Content
Segmentation
Agentic AI
Photoshop
Illustrator
Dreamweaver
Figma
Litmus
ServiceNow
Workfront

Professional Summary

For over three decades my career has lived at the intersection of creative and technology. Digital and email marketing / development were the environments, however, my passion goes beyond that and is driven by creating digital communication solutions by 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 coordinate between creative, technical, and business stakeholders, then create practical solutions that improve quality, capacity, and team performance. I am an advocate for process and efficiency, holding firm to the belief that clear, high-quality input is essential to achieving exceptional results. My leadership style is collaborative, straightforward, and supportive. I prioritize individual growth, foster cross-competency collaboration, and create an environment where every team member feels valued, empowered, and respected.

Think



- Diagnose Ambiguity
- Connect Overlooked Details
- Prioritize by Impact

Build



- Design Scalable Workflows
- Translate Between Teams
- Extend Platform Capability

Improve



- Reduce / Minimize Risk
- Increase Total Capacity
- Mentor Execution

Experience

Director of Digital Communication and Development

Targetbase | 2005 – 2025

- Led digital communications, development, and operational process across 30+ enterprise brands, including multiple pharma clients and their strict marketing requirements.
- Applied extensive expertise in email marketing strategy, design, development, and ESP execution to build sophisticated, dynamic email programs that drove interaction and conversion.
- Managed and mentored a 7+ person team, balancing quality, capacity, risk, and individual growth.
- Partnered across Creative, Technology, Strategy, and Account Services to create cohesion and deliver best-in-class acquisition, engagement, and retention programs.
- Architected dynamic email solutions beyond standard ESP limitations by implementing unconventional asset hosting, and custom development approaches.
- Rebuilt intake, production, and QA workflows that resulted in almost doubling throughput while also reducing production errors by over 60%.

Sr. Interactive Designer and Developer

Fossil, Inc. | 2000 – 2005

Designed and developed digital creative, emails, and landing pages across multiple retail brands, bridging web, usability, and brand identity.

Creative Director / Digital Imaging Manager

The Store Decor Co. | 1995 – 2000

Led art direction, digital imaging, and production while making the transition to “full-digital” by designing, building, and maintaining the company's first website.