

Robert Babjak

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CREATIVE CONTENT AND MARKETING LEADER, ADEPT IN ADVANCING BRANDS WITH INNOVATIVE STRATEGIES AND STORYTELLING.

PROFESSIONAL EXPERIENCE

Lapstone & Hammer | Philadelphia, PA

Director of Content | 2020 – Present

Conceptualize content marketing strategy; create, develop and manage editorial policies, style guidelines, and operational procedures on all digital channels; lead a dynamic in-house creative team of photographers, graphic designers and copywriters; set the editorial, aesthetic and brand direction with the Creative Director and Marketing Director.

- Increased site traffic by 30% since 2020 utilizing social media engagement, email newsletters, influencer cultivation, sales funnels and targeted ad buys - translating to an average 20% year over year increase in revenue and a conversion rate that went from 1.3% to 1.9% in the same time period.
- Conceive and implement editorial strategies and calendars for all content relating to both web, social and all offline ancillary promotional materials, ensuring the tone, aesthetic and messaging is cohesive across all channels.
- Develop content marketing strategies utilizing advanced analytics, industry trends and current events in concert with brand identity and our brand partners (Nike, Adidas, New Balance, Asics, Philadelphia Eagles, Philadelphia 76ers among other global sportswear and fashion brands).
- Build online customer/social media base (500K+ mailing list, 130K IG, 45K twitter) through targeted strategies such as giveaways, discount codes, marketing emails, and lead magnets.

City Blue Inc. | Philadelphia, PA

Senior Content Strategist/Copywriter & Communications Manager | 2012 – 2020

Create, develop and manage editorial policies, style guidelines, and operational procedures on all digital channels; set the editorial, aesthetic and brand direction alongside the Creative Director and Marketing Director; compose all official company statements as well as intra-company communication; work with global brands like Nike, Timberland and the like on an operational basis.

- Increased site traffic by 80% from 2013 to 2020 utilizing social media engagement, email newsletters, influencer cultivation, sales funnels and targeted ad buys among other content-related methods - translating to an average 65% year over year increase in revenue and a conversion rate that went from 0% to 2.0% in the same time period.
- Prepare, write, and edit all copy for lapstoneandhammer.com and cityblueshop.com, as well as each of their related social media platforms and in-store and online promotional materials including email campaigns, flyers, signs, mailers.
- Lead the Creative Team in partnership with Creative Marketing Directors to set the editorial, aesthetic, and brand direction.
- Craft all official correspondence, press releases, and intra-company literature such as employee handbooks, regulations, memos, etc.
- Interface with brand partners in the transmission of sales information, invoicing, delivery issues and product presentation.

Restorative Harmony Acupuncture + The Fertility Formula | Philadelphia, PA

Content Strategist/Marketing Strategist/Copywriter | 2020 – Present

Provide expertise on copywriting, marketing and content strategy to support company's gender equity mission committed to empowering and transforming women's hormonal health.

- Lead an ongoing rebrand and website update, implementing new content and copy strategies, and editing existing copy to align with updated brand aesthetic.
- Manage site integration, ensuring new site design seamlessly integrates elements from all aspects of the business to more accurately depict client mission.
- Conceptualized, wrote and co-produced a 30 second TV commercial for *The Fertility Formula* which aired on NBCUniversal's array of cable channels in the Philadelphia market for a six month period.
- Consult on content and marketing strategies for *The Fertility Formula* online course, which includes course content, promo videos for social media, content for a private Facebook group (600+ members), live videos and private messaging sales funnel.

Millwork Strategies | Philadelphia, PA

Content Strategist/Copywriter/Copy Editor | 2022

Applied my knowledge of brand development and design thinking for a complete website re-tool while also implementing marketing processes utilizing their existing data on potential customers.

- Performed a full audit of their [website](#), overhauling the design to make it more clear, concise and navigable
- Provided new copy and edited exiting copy, decluttered the layout and reworked the flow for a better user experience
- Implemented a segmented email campaign that increased consultations booked directly on the site by over 300% in the six months after the redesign compared to the prior six month period

OTHER CAREER EXPERIENCE

The Lid: A Musical

Script Consultant/Featured Actor | 2015

- Contributed to the development and structuring of the script for the original musical theater production *The Lid* by Pat Finnerty
- Starred in the featured role of "Tom Tutley", as well as performed in the ensemble

EDUCATION

Bachelor of Arts, American Culture and Media Arts | Temple University | 2008

PROFESSIONAL EXPERTISE & STRENGTHS

- ❖ A seasoned and motivated creative leader with extensive experience managing communications, designing content strategies, conceptualizing and leading brand identity strategies, developing messaging for marketing campaigns, and writing long and short-form creative pieces.
 - ❖ Well developed and proven set of skills in content strategy, copywriting, marketing and brand development that are transferable across any industry.
 - ❖ Extensive experience with client and partner relationship management, strategy development and execution of multi-tiered communication and marketing strategies across multiple channels.
 - ❖ Strong team leader with a successful team-building philosophy that prioritizes collaboration, versatility and agile thinking; experienced in managing multiple staff, vendors and department budgets.
 - ❖ Extensive data-driven strategy design, driven by analytics and sales goals, achieving measurable results on both e-commerce and social channels.
 - ❖ Excellent writer able to synthesize complex concepts into clear, engaging and easily digestible copy.
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SELECTED SKILLS

Communications

Content Management & Creation

Brand Building

Content Marketing Strategy

Compelling & Impactful Storytelling

Social Media Marketing Strategy

Campaign Design

Creative & Technical Writing

E-Commerce Strategy

Design Thinking Marketing Strategy

Proficient in multiple CMSs

Script Writing and Development

Improvisation

Organizational Leadership Expertise

Transformational Leader

Cross-Function Collaborator

Project Manager/Team Builder

Empathy & Compassion

Coach/Mentor

Strategic Planning

Idea Generation and Cultivation

Facilitation

Prioritization of Team over Individual

Budgets & Department Operations

SELECT ONLINE PUBLICATIONS

[Professional Portfolio](http://bobbabjak.com) | bobbabjak.com

[Voices of the Unheard](http://lapstoneandhammer.com) | lapstoneandhammer.com

[Puma Suede - A Revolution From Soul To Sole](http://cityblueshop.com) | cityblueshop.com