

ROBERT EGAN

Creative multimedia designer, photographer, & videographer.

202 Montana Ave. Bay Shore, NY 11706

P : (631) 358 - 9894

E : egan.robert94@gmail.com

W : www.eganexhibit.com



Education

Stony Brook University | Graduated May 2019

Bachelor of Arts in Studio Art

Minor in Art History

Relevant Experience

Marketing and Graphic Designer | *Division of Campus Residences*

Graphic Design Intern | *Career Center*

Work Experience

Glowtronics, Port Jefferson, NY | May 2020 - July 2023

I held many positions at Glowtronics, and with every promotion, I gained new experience and responsibilities which I managed concurrently with the previous role.

Digital Marketing Manager | July 2022 - July 2023

- Developed and executed comprehensive digital marketing strategies aligned with business objectives.
- Created and managed digital marketing budgets, optimizing spend for maximum ROI.
- Managed digital advertising campaigns across platforms such as Google Ads and social media.
- Implemented A/B testing methodologies to refine ads, graphics, and targeting for improved performance.
- Led SEO initiatives, resulting in an increase in organic traffic and improved search engine rankings.
- Executed strategies for Instagram, TikTok, and Facebook to increase brand visibility and engagement.
- Created and curated compelling content, fostering a strong community and increasing follower base.
- Monitored social media analytics and adjusted strategies based on performance metrics.

Web Designer | June 2021 - July 2022

- Redesigned and expanded the existing website, resulting in a 50% increase in retention and engagement.
- Familiarity with WordPress to build and maintain website landing pages.
- Created and optimized graphics for web use, ensuring fast loading times and high-quality visuals.
- Produced creative product videos and photoshoots, maintaining brand identity for use across platforms.
- Created product catalogs, brochures, etc., for print and digital distribution to clients such as Warner Music Group, Universal Music Group, Sony, and over 20 more.
- Designed biweekly email campaigns to inform subscribers of updates and direct traffic to the website.
- Led workshops and training sessions for team members to foster a culture of continuous improvement.

Multimedia Graphic Designer | May 2020 - June 2021

- Implemented clients' requests to design custom products that matched their marketing strategies.
- Adjusted client artwork for print production, matched Pantone colors, and created samples for approval.
- Introduced procedures that led to a company record for speed and accuracy, making over 8,000 units/day with a defect rate of 0.1%, lowering expenses by thousands of dollars monthly.
- Outlined timelines for production and oversaw the project's successful execution.

Leadership / Awards

Cristian Rivera Foundation

- Videographer of the Month

Millie Group

- UI and UX Design Panelist

Stony Brook University

- Sunwood Competition Winner

Work Experience Cont.

Egan Exhibit, Bay Shore, NY | May 2018 - Present

As a freelance professional, I specialize in web design, photography, and videography, blending aesthetics with functionality to create immersive digital experiences. My work reflects a commitment to visual storytelling, capturing moments through photography and translating narratives into engaging videos.

Design / Branding

- Incorporate UX principles to create intuitive and user-friendly interfaces, enhancing website usability.
- Meet with clients to discuss branding needs and conceptualize ideas for visuals.
- Total website redesign and expansion with custom landing pages according to the client's needs.
- Create new logos, branding guidelines, and graphics for the client's website, print, and signage.
- Presenting new ideas for clients to expand their business beyond what's expected.

Photography

- Proficient in various photography styles, including portrait, landscape, event, and product photography.
- Expertise in operating and maintaining a range of professional photography equipment.
- Ability to provide creative direction to clients, ensuring a shared vision and cohesive aesthetic.
- Experienced in both studio and on-location settings, adapting to various environments and lighting.
- Proficient in photo editing software such as Lightroom and Photoshop to enhance and retouch images.
- Extensive experience capturing events, including galas, corporate functions, and social gatherings.

Videography

- Proficient in all aspects of video production, from storyboarding to shooting, editing, and post-production.
- Proficient in Adobe Premiere Pro, with the ability to create engaging and polished final products.
- Experience in color correction and grading techniques to enhance the overall visual appeal.
- Knowledge of motion graphics and animation, integrating visual elements to create dynamic content.
- Experience in capturing live events with adaptability to fast-paced environments.
- Proficient in conducting interviews and creating documentary-style videos, capturing authentic storytelling.

Notable Freelance Work

Cristian Rivera Foundation

- Videographed the 14th Annual CRF Celebrity Gala.
- Filmed the 2023 mission statement inspiration video for presentation at the Gala.

Nick Singh Foundation

- Videographed New York Jets, LLC influencer collaboration on the field with aspiring artists.
- Videographed NY Yankees wish for a terminal child, lunch with professional player Harrison Bader.

Egan Exhibit

- Illustrated, authored, and published the children's book, "Peppermint the Kitten".

Anker Services

- Created website from scratch using GoDaddy platform (preferred by client) capable of presenting over 50 services that they offer with a unique booking function for customers.
- Provided photo and video services for website and social media.

Proficiencies

Adobe Creative Suite

Photoshop, Illustrator, InDesign, Premiere Pro, After Effects, Lightroom

Photo/Video Software

Canon, Nikon, Sony, Rode, DJI

Interests

Fresh Water Aquariums, Gardening, Bowling, Creative Writing, Drawing & Painting, Traveling