

**ROBYN R. CONNELLY**

Home: 404.806.0952 | robyn@figit.com | http://www.robyn-connelly.com/  
http://www.jobfox.com/people/RobynConnelly  
http://www.linkedin.com/in/robynconnelly

**OVERVIEW:**

Online marketing professional who adds value and increases market share through user interface development, SEO, SEM, analytics and online marketing strategies.

| TECHNOLOGIES:  | SOFTWARE:   | TRAITS:  |
|--|---|--|
| CSS<br>DHTML<br>XHTML<br>Javascript<br>XML<br>AJAX<br>Adwords/Adsense<br>Google Analytics<br>Google Map API<br>Moo Tools<br>Prototype<br>SERP Manipulation<br>SPRY | Adobe Dreamweaver<br>Adobe Illustrator<br>Adobe Photoshop<br>Adobe InDesign<br>Adobe Fireworks<br>Sun Eclipse<br>QuarkXPress<br>Microsoft Office Suite<br>Sun OpenOffice<br>HitBox<br>WebCEO<br>Omniture<br>Various CMS and CRM tools | Highly Organized<br>Innovative<br>Resourceful & Efficient<br>Self-Starter<br>Solid Under Pressure<br>Solutions Driven<br>Passionate<br>Analytical<br>Hungry for Knowledge<br>Honest & Direct<br>Caffeine Addicted<br>Solid Work Ethic<br>Embraces Change |

**EXPERIENCE:**

Communications, Presentation Layer Developer at Figit, LLC | March 2008 – Present

Key Duties:

- XHTML, CSS, DHTML, and JavaScript development
- CRM database management and segmentation
- Project management to ensure deadlines, budgets and objectives were met
- Development of complex multi-media campaigns
- Press releases, business development, media relations
- Search Engine Optimization
- Search Engine Marketing

Figit, LLC is an award winning interactive provider that specializes in Rich Internet Applications (RIA) and other Web 2.0 technologies.

U.S. Marketing at Cushman & Wakefield, Inc. | May 2007 – February 2008

Key Duties:

- Created new standards for marketing campaigns and media relations allowing for the measurement of ROI
- Responsible for the strategy and execution for all facets of marketing for the Orlando office
- Introduced multi-media strategic campaigns for individual brokers and teams
- Developed annual marketing strategies and goals for individuals, groups and entire office
- External and internal communications, media relations
- Brand management, collateral, sales tools, advertising
- Project management, market research, event planning, vendor relations
- Creation, coordination and publication of proposals, presentations and offering memorandums
- E-marketing, web development, online marketing, marketing technology

Cushman & Wakefield is the world's largest privately held real estate services firm. Founded in 1917, the firm has 191 offices in 58 countries around the globe, and 11,000+ talented professionals.

Marketing Director at Mercantile Commercial Capital, LLC | March 2003 – May 2007

**Key Duties:**

- Led MCC's award-winning marketing department
- Responsible for marketing, public relations and advertising strategies and execution
- Hiring and management of marketing staff
- Managed online marketing efforts, including SEO that resulted in top 10 ranking on Google and SEM campaigns.
- Spearheaded press initiatives, large-scale event planning and referral program campaigns
- Acted as marketing consultant to partner Certified Development Companies (CDCs) and Area Correspondent Exclusive (A.C.E.) Brokers
- Handled marketing technology, websites, graphics and design work
- Drove the marketing initiatives for the company's expansion nationwide, including a more than 50 step campaign that included direct mail, e-marketing and online marketing.

Mercantile Commercial Capital, LLC (MCC) provides small and mid-sized businesses with 90% loan-to-cost commercial real estate financing. They are one of INC Magazine's Top 500 Fastest Growing Companies in the U.S.

---

Strategic Marketing & Communications Consultant | January 2003 – Present

Over the years, my love of entrepreneurship and innovation has led me to occasionally take on clients from many different industries on a consulting basis. My work for them has included advisory council participation, strategic marketing plans, public relations, website development, SEO, SEM, online marketing, and much more.

---

**EDUCATION:**

University of Central Florida - College of Business Administration

Bachelor of Science, Business Administration/Marketing, 1999 – 2002 - 3.5 GPA

Activities and Societies: LEAD Scholars Graduate, Zeta Tau Alpha, National Society of Collegiate Scholars

**HONORS AND AWARDS:**

- Winner of the 2007 Orlando Business Journal's Women Who Mean Business "Up and Comers" Award.

**ASSOCIATIONS AND ORGANIZATIONS:**

- Commercial Real Estate Women (CREW), Orlando Chapter Board of Directors.
- Advisory Council Member, Land Design Innovation
- Small Business Development Center (SBDC) Advisor
- Retired Seniors Volunteer Program (RSVP) Board Member
- March of Dimes Mud Volleyball Committee Member
- National Association of Industrial and Office Professionals
- Meeting of the Minds Co-Founder (Master mind group for commercial real estate marketing professionals)

**RECOMMENDATIONS:**

*"Robyn is an extremely detail oriented, talented, and versatile front-end developer. Her prior experience with image editing applications such as Adobe Photoshop, Fireworks, and Illustrator lend greatly to her ability to take layered PSD, EPS, or PNG files and quickly turn them into accessible, standards compliant, clearly documented, and overall elegant code. Integrating her work into robust, enterprise level CMS and version control platforms has always been a painless and seamless process."*

- Michael Ellan, Owner, Rich Internet Application (RIA) Developer, Figit, LLC

*"Robyn is a fantastic marketer. During the time I worked with Robyn, I could always count on Robyn to provide ideas and thoughts that were both effective and innovative. I watched every company she's been with benefit from her expertise and her contagious enthusiasm for what she's doing."*

- Alan Byrd, Director of Marketing, Orlando Business Journal

*"Robyn takes on more than most women with twice her experience. She is a champion for her clients, her co-workers and the company."*

- Christopher Hurn, President & CEO at Mercantile Commercial Capital, LLC

*"Robyn has been a tremendous asset in the growth of my client base at Cushman & Wakefield and her marketing knowledge within the commercial real estate industry is unmatched. She is very focused on winning the business and gets remarkable results. Robyn is innovative, focused and always goes the extra mile to create collateral that is professional, polished and gets noticed."*

- Mindy Boehm, Associate Director, Retail Brokerage Services, Cushman & Wakefield, Inc.