

Rob Bates

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WORK EXPERIENCE

HOGWORKZ

May 2021 – Current

Project Management, Marketing Strategy, Copywriter, Email Marketing, Web Design / Admin Brighton, MI

- In June 2021, I led a project to redesign HW's website and transition it from Magento 1 to Magento 2
- Throughout this process, I managed a remote team of developers, coordinated copywriting, designed product pages, formulated SEO strategies, and handled site administration tasks
- The new website launched in February 2022. Since then, sales are up by 134% compared to the 2 years prior (February 2020 to January 2022)
- With Google, Facebook, and Bing ads, I delivered a combined ROAS of 972.93% in 2023
- Saw a 110% increase in sales on Black Friday / Cyber Monday 2021 vs 2022 *Up 11% in 2023
- Achieved a 47.98% open rate and 3.22% click rate average on email campaigns
- Created multiple email automations and segmentations, to deliver relevant content to customers
- I've crafted copy for PPC ads, email & SMS marketing, sales pages, product descriptions and more
- Grown HW social media channels by 62,000+ followers

LPD Music International

January 2019 – May 2021

B2B Marketing, Social Media, Web Design, Graphic Design, Copywriter

Madison Heights, MI

- Corrected a spam email problem by implementing DMARC, DKIM, and SPF records
- Helped grow the Aria Pro II dealer base 20 stores in 2019 to 160+ in 2021
- Added 3000+ followers to LPD's social media channels organically
- Generated 1000+ qualified leads from Instagram and email sign ups
- Oversaw the migration of lpdmusic.com to a secure hosting platform
- Conceptualized, built, and deployed a python script that saved LPD's sales team 300+ hours per year
- Rebuilt and maintained LPD's 300 page catalog with Indesign

One Effin' Ink / Shirt Razor

June 2014 – August 2018

Owner, Printer, Social Media, Copywriter, Web & Graphic Designer

Livonia, MI

- I built an e-commerce website for my print business with Woocommerce
- Drove traffic to the website using social media & influencer marketing campaigns
- Also handled screen printing, art preparation, purchasing, accounting, and customer service

Grip Gear / Gripzee

March 2009 – March 2014

Inventor

Howell, MI

- Product development, copywriting, branding, pitching at national trade shows
- Utility patent granted - patent # US20100229278A1. The Grip Garment patent has been cited as prior art by companies like NIKE, UNDER ARMOUR, and COLUMBIA SPORTSWEAR
- Garnered interest from GRAINGER, DELTA AIRLINES, LOWES, and more
- Gripzee was sold on Babiesrus.com and Zulily.com

SKILLS & SOFTWARE

Mail Chimp • Klaviyo • Copywriting • Email Marketing & Automation • Attentive SMS • Graphic Design • HTML/CSS • Google Ads • Facebook Ads • SEO • Social Media • Google Workspace • Google Analytics • Adobe Illustrator • Photoshop • InDesign • Magento 2 • WordPress / Woocommerce • Elementor • Agorapulse • Buffer • Slack • Jira • Asana • MS Teams • Finale