

# JOHN DRURY ROBBINS

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## PROFESSIONAL SUMMARY

Senior Digital Project Manager with 10+ years of experience leading high-volume web development and marketing operations for agencies and brands. Proven ability to orchestrate complex, concurrent projects across development, paid search, SEO, and creative production — bridging technical teams and clients with a fluency most PMs don't have. Known for building trust quickly with both clients and teammates, creating an environment where people feel supported, heard, and set up to do their best work. Independently builds and deploys web applications, has worked with AI tools since 2022, and brings a hands-on technical curiosity that consistently translates into faster delivery, smarter scoping, and better client outcomes.

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## CORE COMPETENCIES

- Project Management & Scoping
- Digital Marketing Strategy
- Web Development PM
- Cross-Functional Team Leadership
- Paid Search (Google / Meta Ads)
- SEO Optimization & Auditing
- Budget & Scope Management
- Client Relations & Stakeholder Management
- AI Tools & Workflow Automation
- Content & Creative Production
- Application Development
- Training & Knowledge Transfer
- GA4 & Analytics

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## PROFESSIONAL EXPERIENCE

### Development & Marketing Project Manager

*Bluetone Media — Wilmington, NC* Jan 2025 – Feb 2026

- Led 14–20 concurrent website and application development projects simultaneously across proprietary HTML/JS and WordPress platforms, managing an active portfolio of \$200k+ in project value while coordinating between clients and development/design teams to ensure on-time, under-budget delivery.
- Orchestrated digital marketing strategy and execution for 30+ concurrent client accounts, serving as primary liaison between clients and a 4-person marketing team across SEO, Google and Meta advertising, social media, content creation, and media production.
- Utilized GA4, Google Tag Manager, and SEMrush to monitor campaign performance and ensure client budgets were consistently optimized for maximum return across 30+ active accounts.
- Served as technical feasibility liaison between sales and development teams, reviewing every incoming proposal, coordinating developer estimates, and delivering accurate project pricing — directly reducing scope creep and budget overruns across web and marketing engagements.

### Part-Time Paid Search Manager

*Marblehead Custom Jewelry — Marblehead, MA* Mar 2025 – Dec 2025

- Managed Google Ads and Meta campaigns for luxury jewelry clientele on a \$500/month budget, driving measurable website traffic growth within 5 weeks while continuously optimizing targeting to improve lead quality.
- Independently designed and developed a custom interactive Jewelry Creator Tool in pure HTML/JS on WordPress, enabling customers to configure personalized pieces online — currently in final production pending client asset delivery .
- Performed monthly website maintenance including content updates, SEO audits, landing page development, and UX improvements — driving increased time on site through enhanced navigation and product filtering functionality.

### Marketing Project Manager

*Coyne & Co Advertising / McCall Farms — Remote* Dec 2020 – Jun 2025

- Independently managed social media presence across all five brand accounts — Peanut Patch, Glory Foods, Bruce's Yams, Veg-All, and Margaret Holmes — overseeing 100k+ combined followers through full content creation, video production, and copywriting, while collaborating with a 4-person team on larger integrated advertising campaigns.
- Co-managed television commercial production for Peanut Patch Boiled Peanuts — part of a \$1M+ integrated campaign — overseeing scriptwriting, filming, and social media integration, and writing paid ad copy across digital channels.
- Executed national Glory Foods gospel choir campaign across social, video, and copywriting — managing all content production and community coordination for a \$100k+ initiative that drove measurable initial audience engagement and brand traction
- Led experiential marketing activations at 10+ major events including Carolina Country Music Fest, Savannah Bananas, and NASCAR — managing on-site data collection, email list growth, and digital setup, contributing to brand recognition outcomes that included identifying and hiring a spokesperson who became the long-term face of the brand
- Collaborated on design and oversaw production of a custom mobile promotional stand deployed across 10+ major events, facilitating thousands of email signups per event and product sampling at high-traffic sporting and entertainment venues.

## MUSIC & ENTERTAINMENT BACKGROUND

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### Independent Brand Building & Creative Technology | *Recording Artists: RUN DMT, Sobo, Deemster*

- Built and marketed RUN DMT as an independent music brand from scratch — growing a 100k+ social following across platforms, self-managing three album releases, international touring, and collaborations with major industry figures through organic community building and grassroots digital marketing.
- Founded and scaled Kill Your Ego podcast network to 10k+ followers, platforming early-career artists including Subtronics and Boogie T — demonstrating an early ability to identify emerging talent and build engaged audiences.
- Pioneered long-form AI visual content production in 2022 using Stable Diffusion — producing a 24-minute fully AI-prompted music film, among the earliest works of its kind.

## INDEPENDENT APP DEVELOPMENT PROJECTS

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### Moving 95 [moving95.com](https://moving95.com)

*All-in-one moving companion app with a retro Windows 95-inspired UI across three color modes.*

- Conceived, designed, and built a feature-rich moving app from scratch — including detailed inventory management, task checklists, calendar, contacts, travel planning, radio, and built-in games.
- Created a distinctive Windows 95 visual theme with three switchable color modes, demonstrating strong UI/UX design sensibility alongside technical execution.
- Built entirely solo — from concept and UX design through front-end development and deployment.

### Festie Cat [thefestiecat.johndrobbins83.workers.dev](https://thefestiecat.johndrobbins83.workers.dev)

*Festival companion app built for Sunken Suite Festival — a Swiss army knife for concert-goers.*

- Developed a full-featured festival app including event info, artist schedules, and a personalized attendee calendar — skinned and branded specifically for the Sunken Suite Festival.
- Currently in active development; demonstrates ability to scope, design, and build a real event-facing product independently from concept through deployment.

## EDUCATION & CERTIFICATIONS

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**B.S. in Psychology** — Texas State University, San Marcos, TX

**Google Ads Certified** | Google

## SKILLS & TOOLS

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Project Management: Agile, Scrum, scope management, client communications, budget tracking ▪ Digital Marketing: Google Ads, Meta Ads, SEO/SEM, GA4, social media strategy ▪ Development: HTML, CSS, JavaScript, web app, [Node.js](https://nodejs.org/), Command Prompt, powershell, wrangler, development, AI-assisted application building ▪ Creative: Adobe Creative Suite, Premiere Pro, graphic design, photo editing, video production, AI image & video generation (Stable Diffusion) ▪ Audio: Pro Tools, Ableton, audio engineering, mixing, mastering ▪ CRM & PM Tools: HubSpot, Asana, Monday.com, Basecamp