

JOHN DRURY ROBBINS

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PROFESSIONAL SUMMARY

Results-driven Project Manager with 15+ years of experience leading cross-functional teams in web development, digital marketing, and creative production. Proven track record of delivering complex projects on time and under budget while maintaining exceptional quality standards. Expert in bridging technical and business requirements, with demonstrated success managing full-scale website development, comprehensive digital marketing campaigns, and enterprise-level client relationships. Strong technical proficiency in HTML/CSS/JavaScript, Adobe Creative Suite, and multiple CMS platforms, combined with strategic marketing expertise in SEO, Google Ads, and social media campaign management.

CORE COMPETENCIES

• Project Management	• Web Development	• Digital Marketing
• SEO Optimization	• Google Ads & Analytics	• HTML/CSS/JavaScript
• Adobe Creative Suite	• WordPress Development	• Social Media Strategy
• CRM Management	• Client Relations	• Team Leadership

PROFESSIONAL EXPERIENCE

Development and Marketing Project Manager

Bluetone Media, Wilmington, NC

January 2025 – Present

- Lead full-scale website and application development projects from inception to delivery, coordinating between clients and development/design teams to ensure on-time, under-budget completion of high-function digital solutions
- Manage comprehensive digital marketing team executing SEO optimization and auditing, Google and Meta advertising campaigns, social media strategies, content creation, and media production
- Oversee project scope management and client communications, ensuring deliverables align with specifications and maintaining profitability across all engagements
- Collaborate with sales team to develop accurate project quotes and validate technical feasibility, bridging business development and technical execution
- Perform hands-on code management for website edits and develop custom internal tools including design builders and form automation systems
- Conduct quality assurance testing and optimization analysis to ensure website functionality, performance, and user experience excellence
- Execute professional image and video editing for marketing materials and client deliverables

Part-Time Marketing Advertiser & Webmaster

Marblehead Custom Jewelry, Marblehead, MA

March 2025 – Present

- Design and execute targeted Google Ads campaigns with strategic budget allocation to maximize ROI for luxury jewelry clientele
- Manage Meta advertising campaigns across Facebook and Instagram to drive brand awareness and customer acquisition
- Perform ongoing website maintenance and optimization to enhance user experience and conversion rates
- Developed custom interactive Jewelry Creator Tool enabling customers to design personalized pieces online, increasing engagement and sales opportunities

Marketing Project Manager

Coyne & Co Advertising / McCall Farms

December 2020 – June 2025

- Directed integrated marketing campaigns across digital, social, and traditional media channels for five major food brands including Peanut Patch, Glory Foods, Bruce's Yams, Veg-All, and Margaret Holmes
- Co-managed television commercial production for Peanut Patch Boiled Peanuts, overseeing scriptwriting, filming, and comprehensive social media integration
- Developed and executed national Glory Foods campaign partnering with gospel choirs nationwide to create authentic brand storytelling and community engagement
- Led experiential marketing initiatives as part of Buzz Marketing team, managing event logistics at major venues including Carolina Country Music Fest, Savannah Bananas games, and NASCAR events
- Oversaw design and implementation of custom mobile promotional stand for product sampling and consumer data collection at high-traffic sporting and entertainment events
- Produced social media content and video assets for multi-brand campaigns, managing content calendars and engagement strategies

Professional Music Producer

Independent

September 2009 – December 2020

- Composed, produced, and engineered music for diverse commercial and artistic projects, demonstrating creative excellence and technical proficiency
- Collaborated with internationally recognized artists including The Who, Major Lazer, Twenty One Pilots, and Diplo
- Provided professional audio engineering services including mixing, mastering, recording, composition, and arrangement

EDUCATION

Bachelor of Science in Psychology

Texas State University, San Marcos, TX
2006 – 2009

Coursework: Baylor University, Waco, TX
2002 – 2004

TECHNICAL SKILLS

Development & Programming: HTML, CSS, JavaScript, React (Basic), Google Apps Script, WordPress (WP Bare, Elementor, Divi), Pure Source Development

Design & Multimedia: Adobe Photoshop (25 years), Illustrator, Premiere Pro, Professional Photo Editing, Intermediate Video Editing, Web Design, Stable Diffusion AI Media Creation

Marketing & Analytics: Google Ads (Certified), Google Tag Manager, Google Analytics 4, Meta Ads, SEO Auditing and Optimization, Social Media Campaign Management

Business Systems: CRM Management (Proprietary, Go High Level), Google Workspace Suite, Media Management Systems

Audio Production: Audio Engineering, Mixing, Mastering, Recording, Composition, Arrangement

CERTIFICATIONS

- Google Ads Certification

PROFESSIONAL ATTRIBUTES

- Strong problem-solving capabilities with solutions-focused approach to complex technical and operational challenges
- Excellent communication skills serving as effective liaison between technical teams and clients
- Demonstrated accountability and commitment to exceeding client expectations on every project
- Skilled at scope management and maintaining project profitability while ensuring quality outcomes