

[Email](#)

787.983.7522

# Michi Robles

[LinkedIn](#)

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🍕 Copywriter 🍕 Art Director 🍕 Strategy 🍕

I'm a multidisciplinary team leader, known for developing successful digital campaigns and activations. I lead through a dynamic and positive workplace culture that aligns with organizational mission and values. Through my 10+ years of experience, I've worked on successful new business pitches and clients such as Metro by T-Mobile, Chicago Sky, Dunkin' Donuts, Pepsi, State Farm, Eli Lilly, Wells Fargo, Molson Coors, and McDonald's, resulting in award-winning campaigns and being named Ad Age's Creative's to Watch in 2025.

## WORK EXPERIENCE

### VP, Creative Director, BarkleyOKRP

Chicago, IL | April 2024 - Present

- Collaborated with cross-functional teams to enhance brand messaging, resulting in increased brand sentiment within audiences.
- Championed a culture of creativity, encouraging teams to take risks and push boundaries in their work, leading to award-winning campaigns.
- Oversaw production quality, ensuring alignment with brand standards and client expectations.

### Team Lead - ACD, Content & Experience, Alma DDB

Miami, FL | May 2022 - October 2023

- Influenced positive change within the department through strategic thinking, innovation, problem-solving abilities, and consistent leadership style.
- Collaborated with other department leads to streamline workflows, improve interdepartmental coordination, and achieve campaign goals collectively.
- Served as a lead and role model for the team by demonstrating commitment to excellence, leadership and professionalism.

### Associate Content Director, Alma DDB

Miami, FL | February 2020 - May 2022

- Contributed to a culture of innovation within the department by staying current on industry trends and sharing knowledge with colleagues.
- Evaluated emerging technologies and tools to remain competitive, resulting in the implementation of new creative techniques and industry best practices.
- Drove the development of award-winning campaigns by leading a team of content creators and championing innovative ideas and collaborating effectively with colleagues.

### Lead Content & Experience Creator, Alma DDB

Miami, FL | January 2020 - February 2020

- Championed creative excellence within the organization by advocating for best practices and fostering a culture of innovation.
- Developed innovative campaigns, leading to improved user engagement on digital platforms.
- Played a key role in winning new business opportunities by showcasing exceptional work during client presentations.

### Content & Experience Creator, Alma DDB

Miami, FL | June 2018 - January 2020

- Revitalized outdated digital content with modern designs that reflected current trends, leading to heightened brand recognition and positive feedback from stakeholders.
- Managed multiple projects simultaneously, ensuring timely delivery of high-quality work within budget constraints.
- Increased brand awareness through the creation of eye-catching campaigns and content for social platforms, digital activations, and influencer partnerships.

### Digital Content Creator, Alma DDB

Miami, FL | May 2017 - June 2018

- Developed engaging and successful advertising campaigns, post copy, strategies and art design.
- Analyzed performance metrics of digital content, identifying areas for improvement and adjusting strategies accordingly.
- Developed original content through social listening, trends, and target audience insights.

### Social Media Creative, Zubi Advertising

Miami, FL | July 2015 - May 2017

- Increased brand awareness by concepting, shooting, editing and implementing creative social media content.
- Collaborated with cross-functional teams to promote brand consistency across all social media channels.
- Designed paid client ads for use on diverse social media platforms.

### Jr. Community Manager, Zubi Advertising

Miami, FL | October 2014 - July 2015

- Monitored online conversations surrounding the brand to address any negative sentiment or misinformation proactively.
- Analyzed social media data to identify trends and optimize future content strategies for better results.
- Developed and managed content calendars for each platform to establish timely and relevant posts.

### Creative Intern, Young & Rubicam/Bravo Group

Miami, FL | April 2014 - June 2014

- Assisted in the development of advertising campaigns, increasing brand visibility and awareness.
- Contributed to brainstorming sessions, generating fresh perspectives on existing projects.

## SKILLS

- Adobe Suite (Photoshop, Illustrator, Premiere & InDesign)
- Critical Thinking
- Problem-Solving
- Team Check-Ins
- Trend tracking
- Expectation setting
- Evaluating Employee Work
- Team motivation
- Resource Allocation
- Team Supervision
- Mentoring
- Idea Development and Brainstorming

## EDUCATION

### Miami Ad School

August 2012 – June 2014

Associate's Degree: Copywriting & Art Direction

## LANGUAGES

### English

Native/Bilingual

### Spanish

Native/Bilingual

