

GLENN ROBINSON

www.balumbum.com / glenn@balumbum.com / 714.906.1701
281 South 5th Street, Apt. # 3 / Brooklyn, NY 11211

Education

Bachelor of Arts Degree in Advertising (2003)
Chapman University, Orange, CA

Studies in Literature and History (2002)
Greenwich University (Avery Hill Campus), London, England

Studies in Mechanical Engineering (1999)
Cal Poly Pomona, Pomona, CA

High School Diploma (1999)
El Modena High School, Orange, CA

Career History

Brand Development / Marketing Consultant
2008-present

Naturalist For You (www.naturalist-for-you.org), Orange, CA

- Modernization of the Naturalist For You Logo to appeal to a broader audience and to create stronger brand recognition
- Implementation of a new and clean photo-centric website that is user friendly and intuitive
- Help plan marketing strategies to attract donors, partners, and patrons

*Naturalist For You is a 501 (c) (3) non profit that provides free public outreach tours for diverse natural areas

Art Director

2007-2008

chabot / hardin, New York, NY

- Brand Development for client base
- Conceptualization and implementation of advertising campaigns
- Planning and organization of photo shoots

*chabot / hardin is a boutique advertising agency that specializes in fashion and beauty clients

Marketing / Graphics Consultant

2006-2007

Thomson Architects PC (www.thomsonarchitects.com), New York, NY

- Responsible for the look and organization of various project proposals and other marketing related materials
- Responsible for promoting projects and the execution of marketing plans
- Manage and coordinate quarterly marketing budget
- Coordination of marketing and graphic related consultants

Freelance Designer

2006

BlackBook (www.blackbookmag.com), New York, NY

- Responsible for design and layout of their mini music guide insert
- Edited and color corrected photos for press

Editor In Chief / Creator

2004-2006

Over/Under Magazine (www.overundermag.com), Orange, CA

- Responsible for all magazine activities, including art and editorial direction, marketing, and publishing
- Organized and coordinated photography, hair, make-up, and location for each photo shoot
- Responsible for the organization of writers
- Successfully planned and launched Over/Under in January, 2005, with a launch party consisting of contemporary art, music and food that housed an audience of approximately 300 people.

*Over/Under is an online culture magazine, featuring art, music, food, and travel, that maintains the look and feel of a physical publication

Assistant Editor

2004-2006

FRAME Magazine (www.framemagazine.com), Orange, CA

- Responsible for the look and feel of the publication
 - Responsible for the organization of editorial content
- *FRAME Magazine is an online music video charting magazine

Public Relations

2006

Coin-Op Gallery (www.coinopgallery.com), Costa Mesa, CA

- Responsible for the planning and implementation of a PR campaign for a trio of exhibits in Orange County that were featured in the front page of California section of the LA Times

Production Artist

2005-2006

OC Weekly, Orange, CA

- Responsible for the creation of advertisements within a fast paced environment
- Responsible for the layout and look of the paper and many other special projects relating to the OC Weekly
- Coordinated and organized stock photography

Curator / Director

2005

The ARTery at The LAB (www.thelab.com), Costa Mesa, CA

- Responsible for the planning and execution of five successful art exhibitions including their opening receptions in which 50 to 150 people attended
- Coordination of artists for shows and show prep
- Responsible for the organization of volunteer workers

*The ARTery is a contemporary art gallery housed within a shipping container

Assistant to Marketing Director of The Camp/Lab

2003 & 2004

Orange County Design Collective (OC/DC) Charity Auction

- Helped Plan and organize OC/DC as well as organize volunteers
- *OC/DC is an annual charity auction that showcases up and coming Orange County based clothing designers

Intern to the Director of Marketing and Public Relations

2002-2003

Orange County Museum of Art, Newport Beach, CA

Worked directly under the Director of Marketing and Public Relations, Brian Langston

- Composed numerous press releases
- Designed museum banners
- Helped coordinate exhibits and special events at the museum
- Communicated with the press while gearing up for an upcoming exhibit

References

G Scott Barrett, Entrepreneur/Music Consultant/Band Management
411 W. Walnut Ave.
Orange, CA 92867

Patt Buchanan, Production Manager, The District Weekly
The District Weekly
65 Pine Ave, Suite 27
Long Beach, CA 90802
562.366.1596

Julie Schumaker, Brand Director, Split USA
Split USA
20 Goodyear
Irvine, CA 92618
949.206.8686