

ROBERT BUCHANAN

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Creative Director / Marketing Leader

Hands-on creative leader with 20+ years of experience building brands, campaigns, and systems across digital, print, web, and internal tools. Known for owning work end-to-end – from strategy through execution – and for bridging the gap between idea and implementation.

Leads with clarity, builds with intent, and stays close to the work to ensure it holds up in the real world.

CORE STRENGTHS

- Creative direction grounded in execution
- Brand systems and campaign development
- Digital, web, and UX thinking
- Marketing strategy and demand generation
- Internal tools and system design
- Cross-functional collaboration and leadership

WORK EXPERIENCE

DIRECTOR OF MARKETING

9/2025-Present

WiTricity AI Tech, LLC

Lead all marketing and visual communications for an advanced wireless-charging technology company, remaining personally responsible for strategy, creative development, production, and implementation.

- Own all marketing and visual communication across digital, print, web, and events
- Built a centralized marketing reporting system to track campaign performance and activity
- Developed a full UTM-based attribution framework across print, web, and email
- Designed and developed the company website and ongoing digital presence
- Created campaigns, videos, sales materials, and executive communications from the ground up
- Led trade show creative, including booth design, messaging, and supporting assets
- Developed PR strategy and messaging, contributing to increased visibility and inbound interest
- Partnered directly with leadership to translate business goals into clear, executable work

VP, CREATIVE & WEB DESIGN (Hands-On Art Director / Senior Designer)

2000 – 2025

The White House Group, Inc., Fishers, IN

Advanced through multiple creative leadership roles within a boutique agency environment while remaining fully hands-on throughout. Led design execution across branding, digital, print, and web for clients in manufacturing, healthcare, nonprofit, education, and retail.

- Led design and execution across branding, campaigns, web, and multi-channel marketing
- Built and maintained responsive websites using HTML, CSS, JavaScript, and PHP
- Designed campaigns, presentations, trade show materials, and digital content
- Developed and maintained WordPress sites with custom front-end work
- Collaborated directly with clients and internal teams to align creative with strategy
- Mentored junior designers and helped establish quality and workflow standards
- Transformed legacy brands into scalable, consistent systems across channels

GRAPHIC DESIGNER / PREPRESS

- Early Career Roles — 1994–1999
- Built foundational expertise in production, layout, and execution under tight deadlines.

TOOLS & CAPABILITIES

Design & Creative

Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Premiere Pro, Acrobat)
Google Suite (Docs, Slides, Sheets, Sites)
MS Office Suite (Word, Powerpoint, Excel, Outlook, Teams, One Drive, One Note)
Branding & Visual Systems
Campaign & Marketing Design
Print & Digital Production
Video Editing (non-motion graphics)

Web & Digital

HTML, CSS, JavaScript, PHP, WordPress, Responsive Design

Marketing & Analytics

Google Analytics, Google Ads, Search Console, UTM tracking, campaign reporting

Collaboration & Leadership

Cross-functional leadership, stakeholder communication, project prioritization

EDUCATION & CERTIFICATIONS

DOUBLE MAJOR – GRAPHIC DESIGN & ILLUSTRATION

Bachelor of Fine Arts (BFA)
Virginia Commonwealth University

HUBSPOT SOCIAL MEDIA CERTIFICATION - 2025