

# Robert Appling

334-441-8710  
applingrobert@gmail.com

## PROFILE

Strategic and results-driven Marketing Manager with a proven record of building brand consistency, engaging diverse audiences, and driving measurable growth. Skilled in developing and executing high-impact marketing campaigns, events, tradeshows, and immersive customer experiences. Adept at managing projects from concept to completion, on time, on budget, and fully aligned with brand standards, blending creativity with analytical thinking to deliver meaningful results. Outside work, I stay energized by tracking industry trends and recharging outdoors with my loyal trail companion, Lou.

## WORK EXPERIENCE

**2023 - Present**

**Fresh Hospitality**

**Marketing Manager**

**Huntsville, AL**

Develop and execute comprehensive marketing strategies to drive restaurant traffic, boost catering sales, and increase brand awareness. Manage and expand B2B and B2C catering sales, cultivating key partnerships with corporate clients, event planners, and local organizations. Coordinate and represent the brand at regional trade shows, food festivals, and networking events, increasing lead generation and business exposure. Oversee all social media platforms, creating engaging content, running targeted ad campaigns, and analyzing performance metrics to optimize digital presence. Lead community outreach initiatives, including charity events, sponsorships, and collaborations with local schools and nonprofits to enhance brand goodwill and local visibility. Collaborate cross-functionally with store staff, event coordinators, and corporate executives to ensure alignment between marketing efforts and operational capacity, track ROI on marketing efforts using analytics tools, and provide monthly performance reports and strategic insights to corporate.

**2019 - 2023**

**Twitcheil**

**Marketing Coordinator**

**Dothan, AL**

Planned, coordinated, and executed domestic and international tradeshows, exhibitions, and industry events, from pre-show planning to post-event follow-up. Managed all aspects of booth design, logistics, shipping, setup, teardown, and promotional materials. Collaborated with sales and product teams to develop event-specific marketing strategies and messaging. Coordinated the development of print and digital marketing materials tailored to the performance. Maintained and updated trade show calendars, marketing schedules, and event checklists. Assisted with brand activations and product launches at events and showrooms. Supported lead capture and follow-up processes to ensure ROI on events and tradeshows. Tracked event performance metrics and compiled post-event reports. Maintained marketing inventory and promotional material stock. Assisted in social media planning and digital campaigns related to events. Liaised with external vendors, printers, and agencies for marketing collateral and trade show services.

## SKILLS

### Core Marketing & Strategic Skills

Strategic Marketing Planning  
Brand Development & Positioning  
Market Research  
Consumer Insights  
Campaign Development & Execution  
Data-Driven Decision Making  
Multi-Channel Marketing Strategy  
Go-to-Market Strategy  
Budget Management & ROI Optimization

### Creative & Content Development

Creative Direction  
Content Strategy & Storytelling  
Copywriting & Editing  
Visual Branding  
Video Production & Scriptwriting  
Social Media Content Creation  
Email Marketing Campaigns  
Marketing Collateral Development

### Tools & Technical Skills

Adobe Creative Suite  
Canva  
Google Analytics & Google Ads  
CRM Platforms  
Marketing Automation Tools  
CMS Platforms  
SEO & SEM Strategies  
Project Management Tools  
Typography  
Branding & Logo Design  
Layout & Composition  
Print Design  
Digital Design  
Color Theory  
Photo Editing & Retouching  
Motion Graphics  
Packaging Design  
Prepress & Printing Processes

### Soft Skills & Leadership

Creative Problem Solving  
Cross-Functional Team Leadership  
Stakeholder Communication  
Agile & Adaptive Thinking  
Time Management & Prioritization  
Collaboration & Team Development  
Presentation & Public Speaking

## WORK EXPERIENCE

2016-2019

Phifer

Graphic Designer

Tuscaloosa, AL

Designed and produced compelling visual assets, including brochures, catalogs, packaging, product sheets, trade show displays, infographics, and digital ads. Collaborated with cross-functional teams, including Marketing, Sales, and Engineering, to understand and translate technical content into visually engaging materials. Developed and maintained brand guidelines to ensure a consistent look and feel across all marketing channels. Created visual content for websites, email campaigns, and social media platforms. Supported the creation of product renderings, mockups, and technical illustrations. Assisted in photography and video production/editing when needed. Stayed current with industry trends, tools, and design techniques.

2010-2016

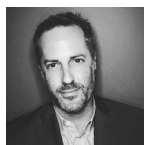
Aha! Creative

Graphic Designer

Florence, AL

Developed creative concepts and executed designs for a wide range of client campaigns, including print ads, digital banners, social media graphics, packaging, and brand identity. Collaborated with art directors, copywriters, and account managers to translate client objectives into compelling visual content. Designed multi-platform advertising materials for industries including retail, hospitality, tech, and healthcare. Managed multiple projects simultaneously while meeting tight deadlines and maintaining brand consistency across all deliverables.

Participated in client presentations and creative pitches, contributing ideas and mockups that helped win new business. Worked closely with production teams to prepare print-ready and web-optimized files. Maintained knowledge of current design trends and applied them strategically to enhance campaign impact.



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## EDUCATION

**Bachelor of Arts, Marketing  
with Graphic Design Minor**

University of Alabama  
Tuscaloosa, AL

**Studied: Bachelor of  
Architecture**

Auburn University  
Auburn, AL

## REFERENCES

Gena Webb, VP of R+D  
Twitchell  
334.796.3907

Nancy Egge, VP of Design  
Twitchell  
334.596.7537

Melanie Walker, Marketing Director  
Phifer  
205.345.2120

Monica Thornton, Design Director  
Phifer  
334.596.1155

Lori Moore, Managing Partner  
TotalCom Marketing  
205.345.7363

Patrick Hood, Photographer  
256.762.1873

Ray Methivin, Agency Owner  
Aha! Creative  
256.710.8303

Lynn Aldridge, Web Developer  
251.824.0851

Paul Cleary, CEO  
Momentum Textiles  
470.298.0501

Richard Bigoney, Investor Relations  
Huntsville Chamber of Commerce  
256.535.2019

Erica Bradford  
Tourism Sales Manager  
Huntsville/Madison CVB