

ROBERT COSTON

WEB & MARKETING DESIGNER

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PROFESSIONAL SUMMARY

Designer, brand strategist, and WordPress developer with 15+ years of experience across marketing, digital media, live events, and creative direction. Experienced in building brands, websites, content systems, and marketing campaigns from concept through delivery, with a focus on clear communication, audience connection, and practical execution.

CORE SKILLS

- WordPress Development
- Web & Graphic Design
- Brand Identity
- Marketing Strategy
- Creative Direction
- Content Systems
- Adobe Photoshop
- HTML / CSS / JavaScript
- UX / UI Direction

PROFESSIONAL EXPERIENCE

BODEGA NETWORK | Founder / Web & Brand Designer

2026 – Present

- Built and manage a WordPress-based digital media platform covering music, style, culture, and business.
- Developed the brand identity, website structure, content system, SEO framework, and digital marketing direction.
- Create and manage original editorial content, visual assets, audience strategy, and analytics-driven site improvements.

INDEPENDENT CREATIVE & MARKETING WORK | Designer / Brand Strategist

Freelance

- Develop websites, brand identities, promotional materials, and creative direction for businesses, events, and independent projects.
- Plan marketing campaigns and live-event concepts, translating client ideas into clear visual and audience-focused creative direction.

BANDBASHER | Director of Artist Development

January 2015 – July 2019 | Orlando, Florida

- Created content and curriculum through research, scripting, teaching, and content management.
- Managed grassroots and digital promotion, trade-show marketing, graphic design, and front-end UX/UI direction.

KILO SKATE COMPANY | Director of Marketing and Communication

March 2014 – September 2014 | Atlanta, Georgia

- Developed advertising and social media programs for brand building; produced visual content and supported product distribution outreach.

ADDITIONAL EXPERIENCE

Bright House Networks — Inside Sales Associate, 2004–2006 | Cable product sales, customer service, troubleshooting, and scheduling.

EDUCATION & CERTIFICATIONS

DeVry University — Associate's Degree, Web Graphic Design, 2010–2012

Additional Training: Intro to Programming Nanodegree — CSS, HTML, JavaScript, Python | Introduction to Marketing