

Robbie Wroblewski

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SUMMARY

Brand strategist and omnichannel builder with 15 years of experience growing brands across apparel, cannabis, and public-sector industries. Launched industry first experiences such as the nation's first immersive cannabis tour. Modernized legacy brands by blending progressive workflows with traditional outreach. Redesigned communications systems from the ground up, establishing the first actionable data baselines and turning audience behavior into strategy. Rooted in journalism and visual production, forms overlooked narratives and tensions into scalable systems that drive measurable growth.

SKILLS

Direct - Campaign Strategy, Lifecycle Marketing, Project Management, Analytics Reporting, Vendor Management, Budget Management, Cross Collaboration, Channel Optimization

Supporting – Creative Copywriting and Editorial Voice, Photo/Video Production, Product Positioning

TOOLS

Adobe CC, Google Workspace | Looker | Analytics, Hubspot, Mailchimp, WordPress, Microsoft 365

EXPERIENCE

The IN Marketing

Strategy Consultant | September 2025 – Present | Louisville, CO

- Strengthen internal communications infrastructure by standardizing cross-channel frameworks, implementing editorial calendar, and optimizing content and communication protocols.
- Develop AI-supported planning and forecasting tools that increase process reliability, improve recommendation consistency, and accelerated strategy development timelines.
- Collaborate with agency leadership to coach account managers and restructure delivery workflows, defusing chronic operational tension and establishing clearer transitions between account and execution teams.

Anythink Libraries

Communications Manager | June 2024 – June 2025 | Denver, CO

- Launched a new library branch campaign, driving a 12% YoY increase in card sign-ups and drawing 2,000+ attendees.
- Produced branded storytelling and digital content across print, email, and web supporting 2,600 programs/year, cementing brand consistency, and increasing social media engagement by 200%.
- Managed a \$500K marketing budget and reduced costs by 35% (\$178,000) within six months through cross-functional collaboration, vendor negotiation, and strategy optimization.

- Reformed internal workflows, cutting creative turnaround by 75% and doubling campaign planning lead time.
- Composed and presented monthly reporting to board of directors, leadership and managerial staff.

The Dispensary

Director of Marketing | September 2023 – June 2024 | Boulder, CO

- Rolled out company-wide brand refresh and omnichannel marketing strategy to 7 locations, increasing CRM list by 50% and halving the repurchase cycle.
- Launched and designed flagship Boulder location, aligning experiential design with new brand identity.
- Built loyalty program reaching 3,000+ members in six months and increasing repeat visits by nearly two weeks despite limited data systems.

Rocky Mountain Apparel

Marketing & Sales Manager | July 2022 – September 2023 | Denver, CO

- Revamped 15-year-old brand identity and introduced new service lines, contributing to a \$919K sales lift.
- Developed sample kits and outreach flows that reactivated dormant leads and supported B2B growth.
- Streamlined sales and marketing funnels by implementing Hubspot and digital payment workflows to modernize operations.

Seed & Smith

Director of Marketing | June 2019 – June 2022 | Denver, CO

- Designed and operated Colorado's first public cannabis education tour. Translating complex cultivation and extraction processes into accessible consumer experiences, generating national press coverage and 40% average sales lift per visit.
- Managed 5–10 vendor and influencer partnerships simultaneously, overseeing PR, content, media buying, and creative development. Sourced 50% of branded assets externally and secured placement in 50+ media outlets including Forbes, USA Today, High Times, and Denver Post.
- Drove a 50% Year-over-Year revenue increase through launch of proprietary vape system and limited-edition collaborations.
- Increased customer loyalty base from 700 to 3,400+ users and sustained 45% open and 25% click-through rates.

Seed & Smith

Assistant Director of Logistics | May 2017 – June 2019 | Denver, CO

- Managed cultivation, packaging, and distribution across 30+ staff, improving packaging speed by 200% and delivering industry leading operational practices.
- Maintained state tracking systems to support reporting, audits, and cross-department visibility.

EDUCATION

Bachelor's Degree | Communications
 Eastern Illinois University | Charleston, Illinois