

REED ROBBINS

Specializing in responsive web design and computer arts

web designer **composer**
new media designer **writer/story editor**
internet marketer **musician**

----- Web: rrnewmedia.com
----- Email: reed@rrnewmedia.com
----- Phone: 818.769.7481

ABOUT

Imaginative web and new media designer with 15 years experience in creating engaging, user-friendly websites. Thorough knowledge of current technology trends and SEO techniques and practices. Expertise as writer/story editor and music composer for television provide additional depth and value to new media design and internet marketing.

EXPERIENCE

2017 - Web Designer/Developer

- **AVRP Studio** - Original responsive Bootstrap website for award-winning architectural firm (in progress).
- **Thoughtboxx** - Developing a health oriented website (in progress).

2015 - 2016 - Web Designer - Online Marketing Analyst - Children's Picture Book Author

- **New West Development** - Static HTML to responsive Wordpress website for OEM/ODM specialists.
- **Acoustic Oasis** - PSD to HTML to responsive Bootstrap website for independent music label.
- **RoboBlocker** - Landing, social media pages and online marketing for investors of new product launch.
- Authored and self-published multiple children's picture books for Kindle, paperback and audio books.

2013 - 2014 - Web Designer - SEO Specialist - Social Media Manager

- **Bono Notti** - Built WooCommerce powered WordPress website for seller of fine luxury sleep masks.
- Designed logotype, banners and graphics.
- Built and generated keyword optimized articles for blog and optimized entire site with onsite SEO.
- Setup and management of Social Media networks.
- Slashed monthly operating costs and increased traffic, sales and ROI from previous site.
- **RR New Media Design** - Redesigned portfolio website from static WordPress to responsive Bootstrap.

2012 - Internet Marketer and SEO specialist

- Learned internet marketing and SEO.
- Built 3 WordPress blogs and monetized with Google AdSense and affiliate links.
- Leveraged MatureDatingTalk.com to #3 in the SERPS within 3 months.

SKILLS

Software/Platforms:

HTML PHOTOSHOP
CSS ILLUSTRATOR
JQUERY FLASH
BOOTSTRAP KINDLE/CREATESPACE
WORDPRESS PROTOOLS
DREAMWEAVER CUBASE

Expertise:

RESPONSIVE WEB DESIGNER COMPOSER
NEW MEDIA DESIGNER ORCHESTRATOR
SEO ARRANGER
INTERNET MARKETER SOUND DESIGNER
WRITER/STORY EDITOR RECORDING ENGINEER
AUTHOR TEACHER

Selected television and video game music composer credits:

Fox Sports Network Street Sharks
Sonic The Hedgehog Bill & Ted's Excellent
Goof Troop Adventures
Ghostbusters Pepe Plata
G.I. Joe Hurricanes
Dennis the Menace ProStars
Smurfs "Eggs of Steel" video game
Inspector Gadget for Sony Playstation

Selected writer/story editor credits:

Batman Defenders of the Earth
The Transformers Punky Brewster
GoBots Droopy
Captain Planet Foofur
Smurfs The Little Rascals
Yogi's Treasure Hunt Space Stars

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----- **2010 - 2011 - Learned WordPress - Webmaster, Teacher - guitar, piano and voice lessons**

- Mastered WordPress.
- Ongoing webmaster and maintenance for Acoustic Disc and Acoustic Oasis websites.
- Taught students music theory and how to sing, play and perform on guitar and piano.

----- **2009 - Web Developer - Acoustic Oasis**

- Developed HTML music label website from PSD comps.
- Polished CSS skills.

----- **2008 - Web Designer - Reed Robbins Scores - PAL testing**

- Built HTML music composer portfolio website.
- R&D for device that potentially decreases distraction of talking on mobile phone while driving.

----- **2007 - Web Developer/Designer - Plumbco, Burke Art Prints**

- Built HTML site for, a local plumbing company and website for L. A. based painter/artist.

----- **2005 - 2007 - Music Composer**

- Composed, arranged, performed, produced and recorded music library for Fox Sports Network.

----- **2005 - 2006 - Web Designer - Black Bike Fest, Love Child Suicide**

- Built Flash websites for black motorcycle enthusiasts' annual festival and alt-rock band.

----- **2003 - 2005 - Contract Web Designer & Developer - RadioShack**

- Developed Flash interactive e-learning modules for RadioShack employees on their intranet.

----- **2002 - 2003 - Web Designer - Princess Productions, Metaphor Software, Quiet Solutions, Five Star, 2LAX, Broadway on Sunset, Sunset Sail International Yacht Charters**

- Designed and developed HTML and Flash websites for various companies.

----- **2001 - 2002 - Web Designer & Developer - Century National Insurance, Acoustic Disc**

- Designed and developed interactive Flash modules for Century National Insurance customers.
- Created Flash website for David Grisman, world-class mandolin player, composer and record producer.

Operated music production companies, Robbins Simon Productions and Reed Robbins Score and served as the following for numerous television and multimedia projects:

COMPOSER **SOUND DESIGNER**
ORCHESTRATOR **PRODUCER**
ARRANGER **PERFORMER**

As staff writer and story editor at Hanna-Barbera Productions, responsibilities included:

Hiring and supervising writers
Interfacing with network executives

EDUCATION

UCLA - Computer graphics/web design certificate
UCLA - Bachelor of Arts degree music composition

ACHIEVEMENTS

Author and self-publisher of multiple children's picture books and audio books, presently selling on Amazon

Golden Reel Award nomination for music scoring and production on "Street Sharks"

Emmy Award nomination for story editing "Smurfs"

Composed "Soundscape," an original symphonic work performed by the Valley Symphony Orchestra