



# ROBIN KOMIE-BANKS

## MARKETING & COMMUNICATIONS PROFESSIONAL

Creative and strategic marketing professional with 10+ years of experience turning programs and ideas into stories that connect. I combine strong writing and content strategy with organized project management to create marketing that builds community, drives engagement, and gets results.

### CONTACT

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Wheeling, IL

### EDUCATION

2018–Present  
**Bachelor of Science – Journalism**  
Minor: Gender & Sexuality Studies  
Southern Illinois University –  
Carbondale

### CORE EXPERTISE

- Project Management
- Content Strategy & Storytelling
- Copywriting & Editing
- Email Marketing
- Social Media Strategy
- Digital Marketing
- Analytics & Reporting
- Campaign Development
- Community Engagement
- Cross-Functional Collaboration
- Graphic Design

### PLATFORMS & TOOLS

- Adobe InDesign
- Adobe Photoshop
- Adobe Illustrator
- Sprout Social
- Canva
- Microsoft Office
- Google Analytics
- WordPress
- Drupal
- Buffer

### AWARD

**Winner – \$10,000 John Cotton Dana Award**  
2020 – Best. Deal. Ever! Campaign  
Wrote and launched the Show Your Card.  
Get a Deal! business partnership program.

### PROFESSIONAL SUMMARY

Marketing and communications professional with 10+ years of experience leading content strategy, driving community engagement, and managing high-volume projects from start to finish. Known for turning data and insights into clear, compelling stories that reflect brand voice, build trust, and inspire action.

### PROFESSIONAL EXPERIENCE

#### Manager, Program Marketing | JCC Chicago 2024–2026

Managed marketing and communications for all Community Engagement programs at two JCC locations. Owned projects from planning through execution while working closely with program teams, partners, and designers.

- Managed a large portfolio of marketing projects at once, coordinating timelines, content, assets, and deliverables to keep programs on track and on message.
- Developed content strategy and messaging that focused on storytelling, connection, and community—shifting brand voice after analytics showed programmatic posts weren't resonating with audiences.
- Wrote JLife articles, blogs, program descriptions, emails, and social content that highlighted impact, people, and the heart behind the work.
- Analyzed monthly social media performance and created reports that informed strategy and helped improve engagement across all channels.
- Created marketing plans and campaign ideas for programs, events, holidays, and initiatives, carrying concepts from idea to execution.
- Partnered with program teams and graphic designers to produce marketing materials that were clear, on-brand, and audience-focused.

#### PR & Marketing Coordinator | Niles-Maine District Library 2018–2024

Led marketing and communications for library programs, services, events, and initiatives.

- Created and managed content across eNewsletters, blog, website, social media, and print publications.
- Planned and promoted major events and campaigns, including the library's 60th Anniversary, Winterpalooza, Summer Reading Kick-Off, Not So Haunted Open House, and more.
- Developed and managed the Show Your Card. Get a Deal! business partnership program.
- Designed and led writing workshops and clubs for adult patrons.
- Worked closely with staff and local partners to highlight programs and build community engagement.

#### Content Specialist | Highline Ideas | Carbondale, IL 2015–2017

- Managed social media for 20+ clients, creating monthly plans, scheduling posts, and monitoring performance.
- Wrote original blog content, maintained websites, and produced monthly analytics reports using Sendible and Buffer.

#### Onboarding Specialist & Supervisor | Fieldwork Inc. | Skokie & Schaumburg, IL 2013–2014, 2017–2018

- Managed and mentored a team of 15+ recruiters, tracking time, schedules, and performance.
- Trained new employees and built a new training program for the team.
- Promoted three times within the company.

#### Advertising Intern | Spark Design | Carbondale, IL 2015–2016

- Assisted with branding, social media, website updates, and content creation for a variety of clients.
- Helped plan and promote events and conducted a social media seminar for local businesses.