



**ROB
MOELLER**

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Creative Director with over a decade of experience driving brand transformation through strategy-led design, marketing, and leadership. Known for building high-performance teams, streamlining creative workflows, and delivering scalable multi-channel campaigns that connect with audiences and convert. My work spans from startups to national brands across B2C, B2B, and nonprofit — always with a focus on integrity, clarity, and outcomes.

AWARDS —

- 2024 Global Recognition Award
- 2022 GDUSA American In-House Design Awards
- 2021 UpCity Local Excellence Awards
- 2021 UpCity Best of Creative & Design

EDUCATION — CLASS OF 2013

ILLINOIS INSTITUTE OF ART - SCHAUMBURG
BFA - GRAPHIC DESIGN

THE CARY COMPANY — ART DIRECTOR

- Lead and manage day-to-day creative operations, ensuring brand consistency across platforms and departments.
- Guide concept development and execution across brand campaigns, advertising, digital assets, social, email, web UX/UI, photo, and video content.
- Strategize and analyze multi-channel campaigns to drive awareness, engagement, and conversion across print, digital, and retail channels.
- Partner with executive leadership to align creative and marketing initiatives with overarching business goals and growth targets.

MAY 2022 — PRESENT

SYMBOLIQ MEDIA — CMO & CREATIVE DIRECTOR

- Directed a cross-functional creative and marketing team spanning design, strategy, development, and content—driving brand vision, team performance, and client growth.
- Owned end-to-end execution of integrated marketing campaigns, balancing creative innovation with performance-based outcomes.
- Managed client relationships, agency partnerships, and external resources to maximize ROI and streamline delivery pipelines.
- Led brand strategy development, pricing structures, project proposals, and executive presentations to secure and retain key client accounts.

JUNE 2019 — MAY 2022

RULE ONE PROTEINS — LEAD CREATIVE

- Owned the creative direction for all branding, packaging, and visual identity touchpoints—including digital, eCommerce, and trade show design.
- Spearheaded the design and launch of the brand's first international packaging system, expanding into multi-language markets.
- Built and maintained the company's web presence across multiple platforms with an emphasis on UX optimization and conversion flow.

JANUARY 2017 — JUNE 2019