



# Robert Worley

Founder, Creative Director

Robert Worley is a proven, results-oriented marketing communications leader with an effective ability to manage and motivate communication teams — a relationship specialist who maximizes his management skills and creative talents to help others achieve.

For over 40 years he has cherished the role of simplifier, organizer, long-term planner, and brand builder for primarily tightly held partnership or private corporation clients in expansion mode. Steeped in B2B, design/construction services, financial/professional services, health care, and non-profit sectors, Robert is a solid strategic thinker and problem solver who has repositioned challenged brands, led expansions of existing companies and created communications vision for startups. He possesses a strong ability to interpret research and strategic plans, then formulate sound strategies that drive differentiated brands. His instinctive talent to develop creative concepts and compelling messages remains his driving force.

## Core Competencies

**Consulting:** Communications/research, strategy and planning, team leadership and supervision, ongoing account management, special projects, business development

**Branding:** Business/product/service naming, corporate identity development, concept/message development

**Campaign Production Management:** Website development and retrofits (with application of core SEO principles), advertising, collateral, events

## Education

Robert graduated magna cum laude from the University of Georgia with a Bachelor of Arts degree in Journalism and Mass Communication.

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