



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 30 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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