



ROBIN SHERRE

SAN FRANCISCO 94112 | 415 533 6083 | RSHERRER@GMAIL.COM

OBJECTIVE

I am seeking the opportunity to work in an environment that values and utilizes intellectual, creative, and conceptual initiative, processes and experience.

SKILLS

Creative program conceptualization and presentation abilities

Adobe 5 Creative Suite: Illustrator, InDesign, Photoshop, DreamWeaver, Flash, on both Macintosh and PC platforms

Create systems, organize, and run outreach programs and events

Proficient in Microsoft Office applications on both Macintosh and PC platforms

SalesForce training

Knowledge of prepress and offset printing processes

Experience in front end web design

EXPERIENCE

JULY 2002 — JANUARY 2013

Friends of Camp Mather

Director, President, Volunteer Programs, Webmaster Designer, Merchandise Design Orders

- Re-Established this dying support organization in 2002
- Achieved 501(c)3 status following Nolo Press directions
- Developed three volunteer programs: the successful fundraising Volunteer Leader program, the volunteer Naturalist and Artist-in-Residence programs.
- Worked with San Francisco Board of Supervisors to draft, and pass, the Camp Mather Anti-Privatization Resolution in 2007
- Solicited logo design, designed five years of t-shirt, hat, water bottle merchandise; and worked with vendors, inventory control
- Worked with SFR+P on a lease for the Camp Mather General Store; annual \$1 rent, all profits remain at camp; FoCM and SFR+P decide together how funds raised are spent, all other funds raised remain under the purview of FoCM
- Solicited and led volunteers in hands-on picnic table building
- Ran the first Annual Mather Family Celebrations, in January/February that includes food sales, musicians, silent auction, merchandise sales, outreach, and informational exhibits, and arts
- First and second generations website design and maintainance
- Mass emails and updates to 3,000 person email list
- Weekly summer raffles
- Purchases and delivery arrangements of hospitality and recreational materials and equipment for camp
- President September 2002—March 2011, Director March 2011—present, volunteer full-time Rec Director July—September 2002
- Fundraising with merchandise sales, and with memorial "in lieu of flowers" donations with handwritten acknowledgements
- Continuous outreach
- Supported Strawberry Music in renewing their Camp Mather lease with San Francisco Recreation and Parks Department

AUGUST 2011 — FEBRUARY 2012

Seton Medical Center

EKG Technician, Lead Electrocardiograph Tech for Cardiology

- Performed EKG tests on outpatients
- Updated the GE Muse database system to increase referring physicians satisfaction, corrected the system to automatically deliver EKG's to their faxes
- Followed all HIPA regulations
- Maintained and updated equipment, programming and supplies on the GE EKG carts in the cardiology department and the hospital; developed and led training sessions on mechanical and database updates.

CONTINUED....



ROBIN **S**HERRER

EXPERIENCE CONTINUED....

EDUCATION

San Francisco City College
Electrocardiograph Technician
Graphic Communications

UC Berkeley Extension, Marketing

Loyola University, Chicago

Muskingum College, Ohio

SEPTEMBER 2010 - MAY 2011

CCSF, CPMC

EKG Student, Intern

- Electrocardiac Technician program, accelerated to complete classwork in 1 semester, top of the class; interned at three CPMC facilities.

OCTOBER 2009 — APRIL 2010

RCC, Inc, RRLH, Inc.

Website Design

- Design and preliminary creative work for the introductory website for leisureworld.com; continuing liaison with next-step developers advocating for client's vision.

JUNE 2009 — SEPTEMBER 2009

Sloat Design Group

Intern

- Designed restaurant sign and wall menu sign, instructional cooking illustrations, graphic production work on packaging, signage, POP display, decorative photo mattes, minor administrative work.

JUNE 2007 — MAY 2009

CCSF

Graphic Communications Student

- Graphic Communications program with emphasis on web, collateral, and publication using the Adobe Creative Suite. Dean's List;; 4.0 GPA; 4 works in a juried AIGA show; posters and logos chosen or departments and events.

FEBRUARY 2003 — SEPTEMBER 2007

Pinnacle Research

Executive Recruiter

- HR Recruiting and research for clients including Johns Hopkins, biotech companies, and publisher. Designed company stationery and holiday mailings.

SEPTEMBER 2000 — JUNE 2002

Liquid Thinking

Executive Assistant

- Supported the CEO and Chief of HR in this dot.com professional services firm.
- Assisted executive staff in moving the 120-person company four times in two years.
- Arranged client meetings, board of director meetings, and assisted with employee events.

CONTINUED....



ROBIN **S**HERRER

EXPERIENCE CONTINUED....

EXTRACURRICULAR

Camp Mather Matters

*Continuing classes
CCSF, CCA, Skyline*

Ravelry member, Avid knitter

Calligraphy

*American Institute of
Graphic Artists member*

MAY 1995 — SEPTEMBER 2000

Surfaces Wallcoverings

**Manager, Designer, Client Services, HR,
Showroom Coordinator, Collateral Design,**

- HR - placing ads, phone and in-person interviews
- Wallcovering design and production
- Customer and showroom relations.

NOVEMBER 1988 — MAY 1998

Heidi Cortese, O'Neill House

Graphic Designer, Calligrapher, Event Planner

- Full-time until 1995, continued part-time until 1998.

MAY 1995 — SEPTEMBER 2000

Surfaces Wallcoverings

**Manager, Designer, Client Services, HR,
Showroom Coordinator, Collateral Design,**

- HR - placing ads, phone and in-person interviews
- Wallcovering design and production
- Customer and showroom relations
- Designed and implemented systems for production
- Started as a line painter in production, eventually created the office manager position that I moved into
- Sourced printing and supplies as needed
- Designed forms and processes for production and administration

NOVEMBER 1988 — MAY 1998

Heidi Cortese, O'Neill House

Graphic Designer, Calligrapher, Event Planner

- Full-time until 1995, continued part-time until 1998.



ROBINSHERRER

SAN FRANCISCO 94112 | 415 533 6083 | RSHERRER@GMAIL.COM

LINKEDIN

[www.linkedin.com/
in/robinserrer](http://www.linkedin.com/in/robinserrer)



PROFESSIONAL REFERENCES

David Bonk, Surfaces Handpainted Wallcoverings 415.239.1078

Heidi Cortese, RCC, Inc. 714.723.4844

PERSONAL REFERENCES

Lillian Fireside 415.652.3802

Debra Cole 847.778.0394



ROBINSHERRER

SAN FRANCISCO 94112 | 415 533 6083 | RSHERRER@GMAIL.COM

LINKEDIN REFERENCES

[www.linkedin.com/
in/robinserrer](http://www.linkedin.com/in/robinserrer)



Jennifer Crandall, DDS
Dentist in private practice

“ Robin's enthusiasm, creativity, and networking skills are seriously responsible for me being energized and a successful dentist in San Francisco years ago when I started practicing. She has magic around her!

April 25, 2011, Jennifer was Robin's client



Joann Sherrer, SPHR
Partner at Summit Talent Group LLC

“ I am pleased to highly recommend Robin for any opportunity. She worked for me in a contractual, virtual role and she was responsible for candidate research and sourcing. She is consistent, reliable, and trustworthy. Her tenacity in recruitment led to excellent hires for our client.

October 17, 2012, Joann was Robin's client



Gail Shih
Senior Director Human Resources at PDF Solutions

“ Robin is the quintessential administrative assistant to a CEO or top level executive. She is bright, enthusiastic, capable and a sheer wealth of knowledge of procedures and has an enviable rolodex. She knows exactly who to call if you need an electrician, a florist or an A-list caterer. She effortlessly juggles projects and predicts what you might need even before you recognize that you need it. She is confidential, loyal and a wonderful ambassadress for an executive office or any organization. She elevates any organization that she associates with. I loved working with her and would hire her in a heartbeat. **less**

October 5, 2012, Gail managed Robin indirectly at Liquid Thinking



Julie Anderson
Associate Director, Office of Enforcement, US Environmental Protection Agency, Region 9

“ I know Robin for many years. She is very effective working with groups of individuals to bridge diverse viewpoints, distill many unfocused goals to a few common objectives, then move a group toward delivering a product. She is highly creative, and a very positive person to work with.

October 5, 2012, Julie was with another company when working with Robin at Friends of Camp Mather



Tom Graham
Instructor, City College of San Francisco / Adviser, Etc. Magazine

“ Robin has great management and people skills. In addition, she is a talented graphic artist. As president of the Friends of Camp Mather, she was instrumental in setting up fund driving campaigns, organizing volunteer programs, allocating purchases of equipment for San Francisco's family recreation camp and more... She is an absolute pleasure to work with and a person whom I'm glad to count among my friends. **less**

December 23, 2012, Tom worked directly with Robin at Friends of Camp Mather



Laurie Wigham
Information graphics designer and illustrator

“ Robin did a brilliant job of setting up and running the Artist in Residence program at Mather. I always had confidence that she was on top of things. She could find a way around any bureaucratic obstacles, jump start me when I got stalled and herd cats to get a group of artists to sit down together in a room to make plans.

October 5, 2012, Laurie reported to Robin at Friends of Camp Mather