
Times Facts

Robin joined the *Times* in 2005 as the Creative Strategy Manager in the Marketing department, overseeing the writers and designers in executing the *Times*' corporate marketing strategies. She is responsible for coordinating and overseeing all circulation marketing efforts and works closely with managers in home delivery, retail marketing and wholesale sales.

Talking Points

• Graphic Design • Circulation Marketing • Marketing

Education

Robin received a bachelor of Fine Arts degree in Graphic Design from the Ringling School of Art and Design in Sarasota.

Background

Robin started her newspaper career at the *Sarasota Herald-Tribune* as a graphic designer in the advertising department. During her nineteen years at the paper, she held a variety of positions including Art Director, Creative Services Manager, New Media Sales Manager and Marketing Manager. She then worked at the *Atlanta Journal-Constitution* as an Editorial Marketing manager, where she worked closely with the news and editorial departments on creating and developing niche products, including hispanic and young adult publications.

Awards

During her career, Robin has won over 200 design and marketing awards including local, state and national ADDY's, awards from the Florida Newspaper & Marketing Executive Conference, Newspaper Advertising Co-Op Network, the Florida Press Association and the International Newspaper & Marketing Association. She is a past judge for the Newspaper Association of America's Advertising Circulation & Marketing Excellence awards.

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