

JEFF ROBBINS

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CREATIVE STRATEGIST | BRAND STORYTELLER | ON-CAMERA COACH

MY BRAIN IS AN IDEA FACTORY

I not only think outside the box—I toss the box away. I am driven by fresh, original ideas and the thrill of seeing them come to life.

I bring a rare mix of **intuition, creativity, and rapid ideation**, honed through years as a TV personality and entrepreneur. I have an innate ability to **see things through the eyes of the customer**, instantly identifying what works and what doesn't—whether in messaging, branding, customer experience, or content strategy.

I can walk into a business and **quickly pinpoint gaps in messaging, branding, and customer experience**, then generate ideas that align with their brand's voice, tone, and audience. My creative instincts are fast, bold, and rooted in **authenticity and originality**.

CORE EXPERTISE

- On-Camera Coaching & Media Training
 - Naming, Branding & Taglines
 - Content Creation (Web, Video, Ads)
 - Messaging Strategy & Brand Positioning
 - Creative Direction & Idea Development
 - Customer Experience & Brand Consistency
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CREATIVE CONSULTANT

Independent Consulting | 2022 – 2024

- Helped small business owners and startups craft compelling brand messaging and content.
 - Developed naming, branding, and storytelling strategies to establish a clear identity.
 - Guided clients in **customer psychology and creative direction** to ensure messaging consistency.
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TV BROADCASTING EXPERIENCE

WTXF FOX 29 Philadelphia | 2018 – 2021

Weekend Meteorologist

- Co-hosted *Good Day Philadelphia Weekend* and filled in on weekday newscasts.
- Assisted with severe weather and breaking news coverage.

WGNO ABC New Orleans | 2012 – 2015

Weeknight Meteorologist / Feature Reporter / Co-Host

- Regularly created and delivered live and taped field segments.
- Originated the *Hump Day Happy Hour* segment.

WPMT FOX 43 York, PA | 2010 – 2012

Morning Meteorologist / Host

- Created Facebook Fan Shout-Outs to drive real-time engagement.
- Hosted a weekly sales segment called *Just Pay Half*.
- Known for skits, surprises, and spontaneous creativity.

WFTX FOX 4 Fort Myers | 2006 – 2008

Morning Meteorologist / Feature Reporter / Co-Host

- Created an award-winning feature series, *Jeff's Jobs*.
- Delivered live weather and traffic reports.
- Interviewed guests, read entertainment stories, interacted with live feature reporter.

KMEG CBS Sioux City, IA | 2005 – 2006

Morning/Noon Meteorologist

- Delivered live weather reports for morning and noon newscasts.

ENTREPRENEURIAL EXPERIENCE

Soda... Licious Vending | Owner | 1995 – 2005

- Created all branding, naming, brochure design, and marketing packages.
- Built a loyal base of office, warehouse, and factory clients.

Fintastic Aquatic Services | Owner | 1991 – 1994

- Created a niche aquarium leasing business for professional offices.
- Designed branding and all marketing materials.

Shine Auto Detailing | Owner | 1987 – 1994

- Built a successful auto detailing business while in high school.
- Created and managed all advertising messaging and direct mail campaigns.