

ABOUT ROBIN



ROBIN

BLAKELY

Bio / Profile

A business coach for talent-driven brands and a member of the Forbes Coaches Council, Robin Blakely has an extensive background in strategic planning and business development. Robin's business books include: **PR Therapy: Ignite Your Passion for Promoting Your Products, Services and Even Yourself!**; **Six Hats: The Inside Out Strategy for the One-Person Business to Find Success**; **Crossing the Troll Bridge: A Marketing Guide for Artists and Writers.**

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Making professional dreams happen—faster. Robin Blakely is the president of Creative Center of America, a firm built to help companies, causes, and creatives create talent-driven and passion-fueled platforms.

Robin has worked closely with best-selling authors, renowned artists, CEO's, scholars, cause leaders, and creative talents from across the country. As part of larger business development initiatives, Robin has secured and managed promotional placements for clients at venues that have included HGTV, Book TV, The Los Angeles Times Festival of Books, The National Baseball Hall of Fame, Esalen Institute, Omega Institute, the Golden Door Spa, The Hollywood Reporter, ABC World News, Vanity Fair, and more. Robin has coached clients participating in satellite media tours for Crest, Listerine, Huggies, QVC, and more. She has served as Publicity Consultant, Marketing Director, Communications Director, or Development Director for a variety of service-focused nonprofits including NAMI-Kansas City. As National Cause Marketing Director for GiftsThatGive, Inc., Robin created a series of popular training webinars attended by more than 900 cause leaders.

Early in her career, Robin was a news writer who became the producer of a live radio talk show that featured guests such as the vice president of the United States; best-selling authors and business leaders, comedians Bob Hope, Jeff Foxworthy, and Steve Allen; astronauts, television personalities, movie icons, and others. Robin also produced an educational series in which Los Angeles County schoolchildren were introduced to the behind-the-scenes worlds of award-winning authors, including such luminaries as Madeleine L'Engle, Jon Scieszka, Barbara Park, Patricia Polacco, and more. For seven years, Robin taught and coordinated the Professional Writers Certificate Program for CUES at California State University, Long Beach.

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