

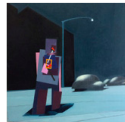
the galloping skirt

ROBIN L. STEWART Artist

Current Archive About Contact



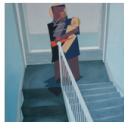
Waiting for the Call
Oil on Linen
95 x 95 cm



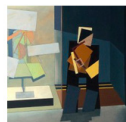
The Way Home
Oil on Linen
95 x 95 cm



The Fabricator
Oil on Linen
95 x 95 cm



The English House
Oil on Linen
95 x 95 cm



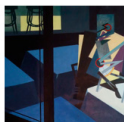
Hopes and Dreams
Oil on Linen
95 x 138 cm



Executive in the Afternoon
Oil on Linen
95 x 95 cm



Evening Package
Oil on Linen
95 x 138 cm



Dinner with the Invoices
Oil on Linen
95 x 138 cm



Client: Robin Lennox Stewart (artist)

Delivered: Social media strategy and digital content

Project overview: Robin Lennox Stewart is a figurative oil painter who runs his own art practice from Richmond, Melbourne. In 2013 he was offered an exhibition spot at a respected art gallery after another artist pulled out at the last minute. Print publicity had already gone out for the previous artist, so Robin had to rely on his own networks to spread the word.

I created a social media strategy with a quick turnaround, designed to attract as many followers and as much awareness as possible in under a month.

I wrote a new LinkedIn profile and designed an artist profile page on Facebook. Through these channels we announced that one piece was acquired by the Castlemaine Regional Art Gallery.

All 19 artworks were sold prior to the exhibition, and 5 more were commissioned immediately. Robin is now represented by the gallery.

For this job I also designed and coded a simple portfolio website to tailor the design elements to Robin's requirements. My alterations to this template were featured on the WordPress blog and newsletter and listed on the template overview page for over a year. This has guaranteed huge traffic for Robin, and a great deal of interest in and awareness of his work.



REBECCA L. STEWART Copywriting / Content Strategy

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