

SUCCESS STORY

Robin Gilmore Media Creation Professionals
Robin Gilmore, Owner
Robin Gilmore Media Creation Professionals
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Berks County, PA



Small Business Development Center
Kutztown University of Pennsylvania

Kutztown University SBDC
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Industry:
Video Production, Editing, Drone, Land and Underwater Specialist, Service-Disabled Veteran-Owned Small Business
Year Founded:
1981

Consultant:
Angela Hensley

SBDC Assistance:
SEO Analysis, Social Media Presence, Website, Government Contracting

Additional Partners:
University of Pittsburgh SBDC Green Outreach Office, Penn State Entrepreneur's Assistance Center, KUPTAC



Around the world to find a home: One Veteran Entrepreneur's story.

Growing up on the space coast of Florida, Robin Gilmore's parents' friends were all service members and Veterans – pilots, astronauts, engineers. He knew from an early age that service in the US Air Force was to be his calling. After his tour of duty, he searched for the right fit for a long-term career. His father gave him a great piece of advice: do what you love...success will follow. As a longtime amateur photographer and cinematographer, Robin knew immediately how to proceed and working for himself was his life-long goal.

Robin is a Service-Disabled Veteran-Owned Small Business owner that has spent decades refining his craft, and earning multiple national and regional awards as a cameraman and editor. His studios are modern, highly sophisticated and powerfully equipped with state-of-the-art cameras and editing gear. His gift and passion for creating affordable high-quality video content has made him sought out by corporations and businesses large and small. His video work includes training, safety, promotion, marketing, HR, product intro videos and more. Producing videos on five continents and over thirty countries has given Robin a global perspective that many would envy – and he has used that experience and vision to bring great ideas to his clients, large and small.

When his business sought a new direction during recent years, he reached out to the SBDC for guidance. Already established, he needed help with social media, website redesign and creating a unified look and feel for his online business presence. Since our initial consultation, Mr. Gilmore has been working with the KUSBDC and PTAC to develop a more robust profile for Bidmatch and a website that optimizes his company's full potential. We began working together with Pittsburgh University SBDC, a Center of Excellence, to review his website and provide a complete SEO Analysis. Armed with detailed information, Robin and KUSBDC continue to work to achieve his optimum website to attract customers and government entities.

In summary, COVID has truly challenged business large and small and Robin's business was not excluded from the global downturn in business. Through a partnership with the SBDC, the business was able to look and feel as technologically advanced as it actually was, leading to more business, new clients and a professional online appearance on all platforms. Robin credits his new image and business contacts to the KUSBDC and its partners, and refers other business owners to the highly motivated and professional help available from the SBDC.

