

# Jon Harrison

4173 Mount Bandon Dr. Land O' Lakes FL, 34638



[www.joncharrison.com](http://www.joncharrison.com)



727.741.6067



[jonharrison9@gmail.com](mailto:jonharrison9@gmail.com)

Innovative, imaginative creative director with diverse B2C and B2B industry experience, a passion for leadership and mentoring, and strong operational and financial experience. Directed large-scale corporate initiatives, including global brand strategy, product launches, social media development, lead-generation, and customer journey. Experience in brand strategies and engagement, brand performance metrics, budgeting, and cost management. Highly experienced in growing and developing high-functioning teams to ensure success in reaching corporate goals. Tactful collaborator, always willing to speak honestly, passionately and work collaboratively to achieve global business strategies.

## SPECIALITIES

- Brand Strategy, Development & Design
- Global Marketing, Social Media, SEO/SEM
- Marketing, Advertising & Media Strategy
- Team Leadership & Development
- Creative/Marketing Direction
- Adobe Creative Suite
- Video Production
- Event Planning
- HTML/CSS
- UI/UX/Figma
- Pardot/Marketo/Hubspot
- Social Media

## EMPLOYMENT

### 2014-Present (ISC)<sup>2</sup> | Sr. Manager, Creative Services

Provide leadership and direction to the creative and video teams, incorporating the brand strategy to deliver creative and multimedia solutions in line with global brand objectives. Partner with regional stakeholders on meeting KPIs through creative and multimedia strategies delivered by various areas of focus including sales enablement, lead generation, content marketing, marketing automation, event planning, advertising, social presence, member retention and market research.

- Develop and execute creative strategies, plans, and tactics that effectively engage, retain, and meet goals for membership growth and retention.
- Lead the creative strategy and onsite execution for the annual global membership conference.
- Ensure brand standards, creative, messaging and tone of voice followed brand strategy, accreditation standards and legal guidelines.
- Created and led the development of demand-gen/lead-gen strategy increasing membership enrollment by 14% and social audience by 65% leading to a 28% increase in y/y traffic to website
- Champion the brand architecture including a brand relaunch for all products to drive awareness and adoption both internally and externally
- Manage outside relationships such as creative agencies, contractors, consultants, and vendors.
- Implemented the global project workflow management system and digital asset management system
- Manage a team of designers, videographers, email marketing specialists and copywriters.
- Lead the initiative for in-house video including the buildout of a fully equipped 40-foot studio, reducing go-to-market time by 25%.

### 2013-2014 ThreatTrack Security | Creative Manager

Developed the brand strategy and identity including all creative development for company and product logos, brand standards, tone of voice, website creation, and marketing materials. Focused on communication of the company's brand and marketing objectives into a cohesive strategy driving the creative vision, tone, and objectives for the company and products through campaign creation for lead-generation, product growth, and customer renewals. Directed the creative strategy for all company and marketing initiatives including the customer journey, customer experience, email marketing and automation, website design and interaction, advertising, video, social media campaigns, internal scripts, and the VIPRE partnership with the Home Shopping Network. Led the initiative to drive more video into marketing and social campaigns. Grew and mentored a team of designers, web developers and copywriters who supported stakeholders ranging from B2B and B2C sales, product marketing, and channel teams.

# Jon Harrison

4173 Mount Bandon Dr. Land O' Lakes FL, 34638



[www.jonharrison.com](http://www.jonharrison.com)



727.741.6067



[jonharrison9@gmail.com](mailto:jonharrison9@gmail.com)

## 2010-2013 GFI Software | Senior Graphic Designer

Designed and implemented marketing campaigns to meet specific commercial, promotional or client needs, such as creation of original visual and multimedia concepts, creation of graphics for web, email, multimedia, print, branding guidelines and pre-press print management. Oversaw the strategic direction of marketing campaigns from the concept, design, market implementation, and reporting.

## 2009-2010 Howbility | Senior Designer & Marketing Planner

Responsible for all advertising and branding campaigns of Howbility as well as maintaining the identity of its affiliates and sponsors. Developed and designed all marketing and advertising materials, implemented and ran campaigns to increase product sales and member retention. Worked heavily with the video team to strategize product placement and inclusion of co-marketing pieces.

## 2006-2009 Animal Planet | Senior Graphic & Web Designer

Designed, developed and maintained the Animal Planet Pet Video website and microsites. Led the creation of all marketing and promotional materials, product packaging, DVD covers, posters, trade shows displays, as well as campaign creation and placement for sponsors such as PETCO, Hill's Pet Nutrition, Bayer, Greenies, and Publix. Designed and supervised the creation of all graphics for the video production department.

## 2005-2006 Franklin Media Networks | Graphic & Web Designer

Led the creative for all marketing materials such as, DVD and CD covers, flashcards, downloadable books, promotional packs, and restoration of pictures for popular children's stories: Beauty and the Beast and Cinderella. Designed and maintained the company brand, website, newsletters, and digital presence.



## EDUCATION

### 2000-2004 Ball State University | B.A.

School of Communication, Information, and Media with a minor in Public Speaking and Theater



## REFERENCES

### Jessica Hardy | Senior Director, Member & Chapter Relations

ISPE

600 N. West Shore Blvd. Suite 900

Tampa, FL 33609

Phone: 727-560-2165 • Email: [jhardy@ispe.org](mailto:jhardy@ispe.org)

### Ted Jones | Engagement Manager

EX Squared Solutions

11900 Ranch Road 620 North

Austin, TX 78750

Phone: 727-656-0601 • Email: [tedjones@outlook.com](mailto:tedjones@outlook.com)

### John-Erich Mantius | VP Consumer Sales

Webroot

385 Interlocken Crescent, Suite 800

Broomfield, CO 80021

Phone: 612-232-1991 • Email: [jmantius@comcast.net](mailto:jmantius@comcast.net)

### Laurie Haynes | Director Product of Marketing

KnowBe4

33 North Garden Avenue, Suite 1200

Clearwater, FL 33755

Phone: 727-366-3835 • Email: [lauriemurrell@gmail.com](mailto:lauriemurrell@gmail.com)



[jonharrison9@gmail.com](mailto:jonharrison9@gmail.com)



727.741.6067



[www.jonharrison.com](http://www.jonharrison.com)



[linkedin.com/in/joncharrison](https://www.linkedin.com/in/joncharrison)