

Jon Harrison

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



www.jonharrison.com



727.741.6067



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

2022-Present Paychex | Sr. Manager, Brand, Content & Creative Marketing

Creative Director of Brand, Content and Creative Development leading a team of content developers including copywriters, designers, content marketers, videographers and editors while partnering with sales, communications, and product marketing teams to craft breakthrough design and content executions across campaigns, website, digital, social, review platforms, and more.

- Lead the creative & content teams responsible for all creative requests for marketing, events, product development, etc. Includes video teams who are responsible for all video projects, including, webinars, podcasts, demos, instructional content and related products developed in-house and in conjunction with third party vendors.
- Develop brand strategy. Direct, lead and effectively integrate brand strategy, creative and multimedia teams to deliver in line with global brand aspirations.
- Understand and use metrics to create insights, drive brand performance and engagement in line with global business strategy, developing, advancing, and promoting creative strategies to drive brand engagement.
- Advocate and ensure compliance of brand strategy, tone of voice, brand and legal standards relating to creative expression of our brands. Build brand ambassadors. Monitor risks to reputation and oversee strategies to mitigate.
- Responsible for effective recruitment, retention and management of teams, and directing the quality and effectiveness of creative brand expression across all teams and locations.
- Develop staff and lead a performance-driven, results-oriented and motivated global brand team.
- Research, develop and direct brand, messaging, creative and multimedia solutions, systems, principles, and processes for use globally and regionally, delivered consistently to time and fit for purpose.
- Research, direct, and manage creative agency relationships to incorporate standards, activities and projects.
- Partner with key stakeholders across the globe to set, deliver and achieve team KPIs in line with business strategy and ensure consistent global brand output.

2014-2022 (ISC)² | Sr. Manager, Creative Services

Lead creative, content and video teams to align with global brand objectives, delivering multimedia solutions that support sales, marketing, and member retention. Developed and executed creative strategies to drive membership growth, including demand-gen tactics that increased enrollment by 14% and social engagement by 65%. Oversaw brand architecture, a global relaunch, and in-house video initiatives including a 1.5M studio build. Manage agencies, vendors, contractors and the creative team while implementing workflow and asset management systems cutting go-to-market time by 25%. Lead creative strategy and execution for the annual global membership conference.

Jon Harrison

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



www.jonharrison.com



727.741.6067



jonharrison9@gmail.com

2013-2014 ThreatTrack Security | Creative Manager

Developed brand strategy and identity, including logos, brand standards, tone of voice, website, and marketing materials. Drove creative vision for lead-gen, product growth, and customer renewals through campaigns. Led creative strategy for customer journey, email marketing, website, advertising, video, social media, and the VIPRE-HSN partnership. Championed video integration into marketing. Built and mentored a team supporting B2B/B2C sales, product marketing, and channel teams.

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.



EDUCATION

2000-2004 Ball State University | B.A.

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



REFERENCES

Maureen Lally | Vice President, Marketing

Paychex
911 Panorama Trail South
Rochester, NY 14625

Phone: 561-866-8139 • Email: maureenjlally@gmail.com

Jessica Hardy | Associate VP, Membership & Chapter Relations

ISPE
600 N. West Shore Blvd. Suite 900
Tampa, FL 33609

Phone: 727-560-2165 • Email: jhardy@ispe.org

John-Erich Mantius | VP Consumer Sales

Webroot
385 Interlocken Crescent, Suite 800
Broomfield, CO 80021

Phone: 612-232-1991 • Email: 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



jonharrison9@gmail.com



727.741.6067



www.jonharrison.com



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