

Jon Harrison

Creative Director

Land O Lakes, FL • 727-741-6067 • jonharrison9@gmail.com • [Portfolio](#) • [Linkedin](#)

Creative Director with 15+ years of experience in B2C and B2B marketing, specializing in brand strategy, content development, and social media. Directed large-scale corporate initiatives, including global brand strategy, product launches, social media strategy, lead-generation, and customer journey. Experience in brand and marketing engagement, brand metrics, and budget management. In-depth experience in scaling-up high-functioning teams to ensure success in reaching goals.

WORK EXPERIENCE

Creative Director, Brand, Content & Creative Marketing

June 2022 – Present

Paychex — Rochester, NY (Remote)

Creative Director of brand, content, creative and social development, leading a global team of content developers (copywriters, designers, content marketers, videographers, editors, and social media), partnering with sales and product marketing to craft and implement multi-channel content across campaigns.

- Lead the creative & content development for marketing, social media, events, and product development.
- Execute video strategy increasing webinar registrations by 10%, podcast views by 23%.
- Develop and maintain the brand strategy for integrated and multimedia campaigns increasing brand reputation by 15% and product awareness by 36%.
- Analyze metrics to create insights, drive brand performance and engagement with global business strategy, developing, advancing, and promoting creative strategies to drive brand engagement.
- Ensure compliance of brand strategy, tone of voice, brand and legal standards relating to all brands. Monitor risks to brand reputation and oversee strategies to mitigate.
- Direct recruitment, retention and management of teams across 50 locations globally.
- Execute and present the annual competitive brand research and NPS research.
- Manage creative agency relationships to incorporate into marketing activities and projects.

Sr. Manager, Creative Services

May 2014 – June 2022

ISC2 — Clearwater, FL

Led creative, content and video teams to align with global brand objectives, delivering multimedia solutions that support sales, marketing, and member retention.

- Developed and launched content strategies to drive membership growth, including demand-gen tactics that improved enrollment by 14% and social engagement by 65%.
- Established a new brand architecture, oversaw a global relaunch, and in-house video initiatives including a 1.5M studio build.
- Managed agencies, vendors, contractors and the creative team while implementing workflow and asset management systems cutting go-to-market time by 25%.
- Led creative and execution for the annual global membership conferences, increasing attendance by 53%.

Creative Manager

January 2013 – April 2014

ThreatTrack Security — Clearwater, FL

Produced the brand strategy and identity, including logos, brand standards, tone of voice, website, and marketing materials for lead-gen, product growth, and customer renewals through campaigns.

- Spearheaded video integration into marketing campaigns, resulting in a 40% higher click-through rate on email campaigns and a 30% increase in social media engagement.
- Orchestrated creative strategy across customer journey, email marketing, website, and social media which transformed lead generation by 65% and improved customer renewals by 25%.
- Grew and mentored a team to support B2C and B2B sales, product marketing, and channel teams.

Senior Graphic Designer

December 2010 – March 2013

GFI Software – Clearwater, FL

Designed and directed marketing campaigns for a leading provider of business-essential software.

- Conceptualized original visual and multimedia elements across web, email, print, and branding guidelines; presented findings to fix the three biggest causes of customer churn.
- Coordinated the strategic direction, concept, and market implementation of 10+ integrated marketing campaigns, generating qualified leads per campaign for enterprise software product launches within budget.

Senior Designer & Marketing Planner

January 2009 – December 2010

Howbility – Tampa, FL

Managed the brand and executed all creative design, marketing campaigns, and maintained the brand identity of affiliates and sponsors.

- Conceptualized marketing campaigns, producing materials from concept to launch, contributing to a sustained 10% increase in product sales and 16% increase in video advertising through product placement and inclusion of co-marketing pieces.

Senior Graphic & Web Designer

December 2006 – January 2009

Animal Planet: Discovery Communications – Tampa, FL

- Developed, implemented, and maintained the Animal Planet Pet Video brand.
- Created marketing collateral, product packaging, and trade show displays showcasing sponsors like PETCO, PetSmart and Hills, resulting in acquisition of 20+ new sponsorship contracts.
- Orchestrated the visual direction and upkeep of the Animal Planet Pet Video website and affiliate sites.
- Launched user testing strategy that generated a 20% increase in online sales annually.

EDUCATION

Ball State University, Muncie, IN

Bachelor of Arts – Communication, Information, and Media
Minor in Public Speaking and Theater

SKILLS & OTHER

Brand Strategy

- Brand Management
- Brand Development
- Brand Activation
- Brand Communication

Content Strategy

- Creative Development
- Project Management
- Creative Ideation
- Video Development

Marketing Strategy

- Digital Marketing
- Multi-Channel Strategy
- Social Media Strategy
- Influencer Marketing

Tools: Adobe Creative Suite (Illustrator, Photoshop, InDesign, Premier), Figma, UI/UX, HTML & CSS, Marketo, Pardot, StackAdapt, Google Analytics, EventBase, CVENT, Vidyad, On24, Goldcast, Riverside, Salesforce, Workfront, Monday, ChatGPT, MidJourney, Jasper

Certifications:

- ANA: CAMP, Brand-Building, Digital Marketing
- IBM: Enterprise Design Thinking
- StackAdapt: Advance Programmatic
- AIGPE: Brainstorming Specialist, Voice of the Customer Techniques Specialist