

MARSHALL CANNON

<http://linkedin.com/in/marshcan> | (415) 640-9200 | marshcan@pacbell.net

CREATIVE DIRECTOR

BRAND MANAGEMENT | DIGITAL DESIGN | MARKETING STRATEGY | BUSINESS ANALYSIS

Results-focused professional with 20+ years of experience ranging from business analysis and project management to managing global brands, strategy development, digital and print design, packaging, video, advertising and social media campaigns to achieve growth initiatives for \$MM clients in health insurance, high tech, banking and retail markets. Accomplished in taking projects from concept to post-launch and refining project workflows. Established project manager and business analyst. Technical proficiency in Adobe Creative Suite, FileMaker Pro, Microsoft Office, Visio, HTML, CSS, CMS, Teamsite, SharePoint, WordPress, HP Quality Center, Marcom, JIRA, UX, UI, ASP, PHP, JS and MySQL.

- ✓ Brand Strategy
- ✓ UX/UI Design
- ✓ Excellent Presentation Skills
- ✓ Creative Team Management
- ✓ Data-driven design
- ✓ Process and Workflow Development
- ✓ Social Media Growth
- ✓ \$MM Budget Alignment
- ✓ Strong Communication Skills

KEY ACCOMPLISHMENTS

- Boosted Delta Dental of California profits by instituting new internal processes to increase productivity and consistency, resulting in ability to complete 25% more projects year-over-year with 98% accuracy.
- Developed the corporate design system and guidelines production for new brand, Dentegra.
- Successful launches of McAfee and Delta Dental rebranding campaigns during tenure at each company.
- Reduced bounce rate by 70% with redesign of McAfee home page that improved the user experience.
- Managed design and production of corporate credit card as well as vendor management at Bank of the West.

PROFESSIONAL EXPERIENCE

Freelance Consultant

KeyBank, Cleveland, OH

Aug 2018 – Apr 2019

Oversee initiatives designed to advance continuous improvement and competitive advantage of Key.com.

Lead business process and workflow mapping/analysis using data capture and modeling technologies, methods and tools. Analyze business, user and technical requirements for proposed web-based and system solutions.

- Partnered with developers to automate manual processes, saving time and money while decreasing errors.
- Led complete site overhaul. Added functionality, improved usability, and functional enhancements.

Creative Services Leader

Delta Dental of California, San Francisco, CA

Jan 2013 – Mar 2018

- Strategic development of annual marketing communications project plan aligned with corporate goals increasing marketing ROI by 43%.
- Introduced project management tools for improved performance and project transparency completing 25% more projects while reducing production turnaround time by 40%.
- Led complete rebranding including brand guidelines and website of deltadental.com.
- Improved employee performance by training and mentoring staff to develop the necessary skills to achieve success with cross-functional teams.
- Defined workflows in Visio and documented processes with all cross-functional departments to create consistent tactical direction, development and implementation reducing duplicative internal processes.

Senior Manager, Web Production

McAfee Inc., Santa Clara, CA

Apr 2010 – Dec 2012

- Maximized efficiency with the selection and launch of an intake system for production of over 250 monthly site update submissions.
- Delivered 100% of projects on time and within budget by managing the scope of deliverables, requirements design and task.
- Redesigned the McAfee SECURE site design to align with corporate brand, implementing new features to enhance the site's UI/UX.
- Management of Partner Portal and mcafee.com site redesigns from initial wireframes to post launch updates.

Continued....

Senior Production Manager with McAfee from Apr 2010 – Nov 2011

- Managed the scope of print and digital media development for promotions, advertisements, packaging and instructional materials including identity/branding, sales kits, brochures, cover designs and other collateral.
- Boosted creative work quality using A/B testing and analytic tools to track milestones and monitor deviations from targets, proactively adjusting to brand objectives.
- Management of design and implementation of “Safe Never Sleeps” campaign globally maintaining consistency and brand guidelines for all media from print to digital.

Senior Creative Services Officer

Bank of the West, San Francisco, CA

Apr 2008 – Apr 2010

- Improved the user experience with creative strategies for the official art direction of website development and digital communication initiatives including enhanced functionality and enhanced UX.
- Served as a “go to” for resolving roadblocks and repositioning efforts for success in design, print and production of the logo, online banners, billboards, brochures and signage with appealing graphic art and content.
- Provided creative direction for all in-branch, outdoor and event marketing.

Global Consumer & Small Business Design Manager

Symantec Corporation, Cupertino, CA

Jan 2001 – Dec 2004

- Managed redesign of style guide and artwork for the Norton brand targeting global consumers and small businesses in multiple categories including packaging, software, and hardware receiving multiple awards.
- Introduced key upsell techniques to ecommerce increasing sales by 28% year-over-year from 2002-2004.
- Led global brand unification across UI, packaging, web, video, marketing, advertising, PR and communications.

Assistant Studio Manager

Gap Inc., San Francisco, CA

Apr 2000 – Jan 2001

- Integrated quality controls for production staff to ensure conformity to product specifications and guidelines.
- Assisted with management of creative team, project management, logistics, merchandising display and promotion.
- Hands-on design of hangtags, in-store signage, billboards, advertising, product instructions, internal product placement instructions and seasonal in-store packaging.

Graphic Design & Production Manager

Theme Co-op Promotions, San Francisco, CA

Oct 1995 – Apr 2000

- Led the creative team of six and third-party agencies in delivering graphic design and production of FSI advertising for \$MM brands such as Ocean Spray, Hershey, Butterball, Dr. Pepper/7-UP and Coca-Cola.
- Directed photo shoots for advertising including vendor management, talent selection and radio production.
- Collaborated with Sales to produce key strategic partner presentations.

ADDITIONAL AFFILIATIONS

Founder and Program Director, WATT (Working Arts and Technology Training – nonprofit), 2014-present
Executive Board Member, Secretary, Lewy Dementia Association, 2013-present (Additional responsibility for branding and marketing)

EDUCATION & DEVELOPMENT

B.A., Liberal Arts, Pennsylvania State University
PMP Certification, Project Management Institute (PMI)

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