

# Morgan Palmedo


CREATIVE DIRECTOR / MARKETING DIRECTOR


## PROFILE


An innovative and fearless creative Marketing leader with 20+ years of experience designing and directing visionary projects across multiple industries, clients, channels, and brands.


Adept at listening and discussing client goals and partnering cross-functionally to ensure projects meet all milestones, deadlines, and budget requirements. Repeated success in building high-functioning teams of designers, copywriters, and video editors to produce best-in-class creative and brand-enforced materials to drive business and revenue growth.

## CONTACT

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## WORK EXPERIENCE

### Heritage Nationwide Exposition Services

*Director, Marketing / December 2022 - June 2023*

As a seasoned Marketing professional, I successfully spearheaded the company's marketing initiatives, directing all facets of digital marketing, branding, content creation, and agency management. My commitment to excellence ensured our endeavors were not only effective and on-brand but also aligned with the company's overarching goals. These contributions were instrumental in elevating the company's market position, expanding our following, and fostering customer loyalty.

- Implemented digital marketing strategies, increasing website traffic by 22%.
- Created a brand style guide for cohesive communication and brand experience across all channels, both digital and print.
- Managed content calendar, resulting in 31% social media following increase and 25% higher engagement.
- Oversaw external resources and agency relationships, ensuring on-time and within-budget execution.
- Utilized data analytics to evaluate campaign performance ensuring alignment with business objectives.

### District Marketing

*Brand Marketing Consultant / 2022 - present*

As the owner of a marketing consultant agency, I have consistently delivered exceptional results for clients through a comprehensive range of services. Leveraging my expertise in graphic design, content management, website design, video production, process improvement, and branding, I have helped businesses thrive by enhancing their visual identity, optimizing content strategies, and streamlining operations. With a track record of success, I have guided clients towards achieving their marketing goals and establishing a strong brand presence.

- Implemented impactful branding strategies, increasing brand recognition and fostering customer loyalty for multiple clients.
- Created on-brand graphic designs and videos, driving engagement, and enhancing the overall brand perception.
- Managed content creation for consistent messaging, resulting in higher audience engagement and conversions.
- Designed UX-friendly websites, boosting traffic and improving customer experience.
- Streamlined processes and tech stacks for improved productivity, efficiency, cost savings, and client satisfaction.
- Collaborated closely with clients, delivering tailored marketing solutions and fostering long-term partnerships.

## EDUCATION

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University of Massachusetts  
Amherst / 1998 - 2002

## SKILLS

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- Creative problem solving
- Branding
- Brand adoption
- Graphic design
- Team leadership
- Marketing strategy
- Event management
- Collaboration
- Process development
- Print production
- Digital transformation
- Website design
- Social media
- SEO
- Video production
- B2B

## SOFTWARE

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- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Adobe Dimension
- Adobe Spark
- Adobe Rush
- Acrobat Pro
- Adobe Premiere
- Adobe After Effects
- Microsoft Office
- Keynote
- Airtable

## EXPERIENCE CONTINUED

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### MicroStrategy

*Senior Creative Director / Jan 2020 - Aug 2020*

Assumed key responsibility and accountability in numerous positions aimed at building, coaching, and empowering high-performing teams to deliver innovative, best-in-class solutions through creative problem-solving. Introduced effective marketing plans and strategies in collaboration with other marketing teams to drive strong and measurable awareness aligned with the overall brand identity.

- Led and mentored a global team of designers and copywriters with an 8-year, 100% retention rate.
- Procured and managed external agencies for brand asset development aligned with go-to-market strategies.
- Orchestrated a 24-hour brand strategy overhaul for virtual events during Covid, resulting in \$7.2M opportunities.
- Produced and executed a successful annual user conference with 3000 attendees, including branding, keynotes, specialty events, sessions, and workshops, generating \$17.2M in pipeline.
- Conducted quarterly employee reviews, guided career growth discussions, and identified areas of improvement as a manager.

### MicroStrategy

*Creative Director / Mar 2018 - Jan 2020*

- Increased education opportunities and product adoption through the implementation of marketing strategies focused on creating brand stewards.
- Pitched and facilitated a lead-generating user experience to promote an AI-first platform launch aimed at increasing real-time enterprise productivity and efficiency.
- Digitally transformed complex business ideas into multi-channel creative for an average of eight campaigns per quarter.
- Wrote and analyzed user conference event survey to inform decisions for improving and detecting missed revenue opportunities.
- Helped design digital and print assets to ensure on-time project delivery.

### MicroStrategy

*Senior Manager, Creative Services / Mar 2016 - Mar 2018*

- Recognized for launching the first-ever interactive social media experience, resulting in over 5M impressions, 370k+ unique touches, and 1500 comments over a two-day event.
- Managed \$1M creative budget and forecasted spending YoY to ensure financial allocations were in line with business objectives.
- Led the renovation of HQ and its 27 global offices to create brand continuity and inclusion through architecture and interior design.
- Solved siloed marketing efforts by streamlining and communicating branding guidelines, templates, and shared graphics through a governed, single truth SharePoint site.
- Spearheaded an internal global corporate contest to drive product adoption and bring recognition to employees.

## SOFTWARE

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- Miro
- Workona
- Cvent
- Mimeo
- Social Pilot
- Zoom
- Webex
- Google Suite
- Dropbox
- Slack
- Grammarly
- Zapier
- Wix

## AWARDS

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Management Training Certification

Marketing Employee of the Quarter

GDUSA: In-House Design  
Award 2014 & 2015

## REFERENCES

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Angela Livingston  
*Director, Strategic Events &  
Experiences, Sailpoint*

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## EXPERIENCE CONTINUED

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### MicroStrategy

*Manager, Creative Services / Mar 2014 - Mar 2016*

- Redefined corporate style guide to provide clear brand initiatives across all creative, both digital and print for internal and external adoption.
- Reduced creative spend by \$60k through the implementation of a print-on-demand solution, eliminating wasteful printing, warehousing, and shipping on a global scale.
- Led a design team to win *Best Overall In-House Design Team* for corporate branding two years in a row.
- Held a monthly Lunch-and-Learn taught by current employees across the company for greater understanding of various business functions and how they relate to the overall success of company objectives.
- Spearheaded the update of all software products with new branding to align product and business efforts.

### MicroStrategy

*Project Manager, Creative Services / Apr 2013 - Mar 2014*

- Reviewed and edited all marketing materials according to the Chicago Manual of Style for clarity and tone of voice.
- Interpreted all projects and assigned responsibilities according to skillset, workload, and delivery timeline.
- Modernized a creative brief process by implementing a project management system to oversee the on-time delivery of more than 500 global projects each quarter.
- Scheduled weekly meetings to help team members understand how their work and priorities aligned with company objectives and mitigate potential issues.
- Defined scope, timelines, and resources with project stakeholders on an ongoing basis to anticipate, plan and communicate deliverables.
- Audited current style guide to optimize and reduce inconsistent use of brand assets across the organization.

### Feld Entertainment

*Graphic Designer, Senior Graphic Designer / 2003 - 2013*

Employed sketching and technical computer illustration for all product lines, including Ringling Brothers and Barnum & Bailey Circus, Disney on Ice, Disney Live, Marvel, and Monster Trucks. Coordinated with manufacturers to create detailed specifications for products, including fabrication and approval of molds, pre-press, and delivery of items.

- Coached and mentored junior designers to learn new design principles, manufacturing standards, and Adobe Suite software.
- Developed concepts and designs for full-scale, interactive experiences that aligned with each show's theme.
- Credited with creating full-scale environments for point of purchase (POP) at live events for thousands of spectators for each licensed property.
- Pivotal in developing and maintaining an archive system for product designs and branding guidelines.