

# MORGAN PALMEDO

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## SUMMARY

An innovative and highly skilled creative Marketing leader with 20 years of experience designing and directing visionary projects from conception through completion across multiple industries, clients, 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 and empowering teams of designers and copywriters to produce best-in-class creative and innovative brand-enforced materials for lead-generating campaigns.

## EXPERIENCE

### **DISTRICT MARKETING, LLC**

Owner, Designer, Strategist

**REMOTE, VIRGINIA**

January 2022 - present

- Develop comprehensive marketing plans and strategies across multiple channels to increase business growth and inbound organic leads
- Create better digital user experience through website design and content creation
- Execute targeted email campaigns to drive brand awareness, inform, and increase product sales with an open rate of 75% and a click rate of 8%
- Brand consultant for SMB and mid-size companies focusing on industries in health and wellness, transportation, technology, and entertainment
- Assess and improve marketing function processes for maximum efficiency
- Design, pitch, and deliver digital assets for new brands and rebrands
- Analyze and report on measurable KPIs to gain insight for better conversion and business opportunity

### **MICROSTRATEGY INCORPORATED**

Senior Creative Director

**TYSONS CORNER, VIRGINIA**

January 2020 - August 2020

- Developed marketing plans and strategies in collaboration with cross-departmental stakeholders to drive measurable global brand awareness
- Managed external agencies and freelancers to ensure the development of brand assets aligned with go-to-market strategies across MicroStrategy's family of products and brands
- Reimagined from the ground up the exhibition hall for the annual user conference, which was designed as a branding opportunity allowing all sponsors to be easily accessible and prominently placed
- Planned and executed MicroStrategy World 2020 from start-to-finish, including a two-day keynote, 10+ specialty events, 160 sessions, and 18 workshops, achieving a total pipeline of \$17.2M
- Revised brand strategy for the in-person "MicroStrategy Symposium Series" to a virtual webinar event that captured 14,335 registrations and 92 opportunities worth \$7.2M

**MICROSTRATEGY INCORPORATED**

Creative Director

**TYSONS CORNER, VIRGINIA**

March 2018 - January 2020

- Crafted a 360-brand awareness campaign for “HyperIntelligence. 100x Smarter. 100x faster.” including messaging and design of all digital and print assets across multiple channels
- Partnered with demand, content, and technology to create an end-to-end lead-generating user experience promoting the launch of HyperIntelligence, which became part of the global symposium
- Collaborated across Marketing teams to develop all assets, digital and print, assuring positioning and creative aligned with business goals for, on average, eight campaigns per quarter
- Secured a \$30M deal by directing the conception, creation, and production of a global \$422k campaign Executive-level mailer, including managing supply chain activities
- Reimagined the delivery of educational training from an individual instance to a holistic strategy enabling the customer to become a brand steward, generating 321 leads and six opportunities worth \$49k

**MICROSTRATEGY INCORPORATED**

Senior Manager, Creative Services

**TYSONS CORNER, VIRGINIA**

March 2016 – March 2018

- Recognized for launching first-ever social media user experience, resulting in over 5M impressions, 370+ unique touches, and 1500 comments over a two-day event
- Managed \$1M creative budget and forecasted spend YoY to ensure effective utilization of all expenses in line with business units allocated funds
- Led the renovation of the MicroStrategy HQ office and its 27 global offices to create brand continuity and inclusion through architecture and interior design
- Established and maintained corporate SharePoint site for all governed branding assets and resources
- Spearheaded “So You Think You Can Dossier,” an internal global corporate contest to help grow product adoption within the organization and bring recognition to employees

**MICROSTRATEGY INCORPORATED**

Manager, Creative Services

**TYSONS CORNER, VIRGINIA**

March 2014 – March 2016

- Defined corporate brand style guide to create a robust and clear brand across all creative, both digital and print
- Implemented and managed a print-on-demand solution eliminating wasteful warehousing of overprinted, outdated materials reducing overall marketing spend by \$60k
- Helped team members understand how their work and priorities aligned with company objectives
- Recruited new talent and built a double award-winning, in-house design team
- Fostered a culture of learning, development, and exploration for all of Marketing through a monthly “Lunch-and-Learn” program taught by current employees
- Worked closely with product teams to ensure UX was in line with brand guidelines and assisted with the creation of assets where needed

## **MICROSTRATEGY INCORPORATED**

Project Manager, Creative Services

**TYSONS CORNER, VIRGINIA**

April 2013 – March 2014

- Interpreted all projects and assigned responsibilities according to skillset, workload, and delivery timeline
- Created a brief process and implemented a project management system to oversee on-time delivery of more than 400 global projects each quarter
- Defined scope, timelines, resources, and prioritization with project stakeholders on an ongoing basis to anticipate and plan for potential challenges
- Researched and acquired new vendors, managed existing relationships, and handled all financial responsibilities related to the vendor list

## **FELD ENTERTAINMENT, INC.**

Project Coordinator, Graphic Designer, Senior Graphic Designer

**TYSONS CORNER, VIRGINIA**

September 2003 – March 2013

- Designed product lines for Ringling Bros. and Barnum & Bailey Circus, Disney, and Monster Trucks
- Produced detailed specifications for fabrication, pre-press, and delivery of items from global manufacturers
- Developed new thematic designs for full-scale, interactive, onsite experiences
- Coached junior designers to enhance their design skills, manufacturing standards, and the Adobe Suite
- Created scalable, point of purchase (POP) for 10s-of-1000s of spectators for live, licensed property, and venue
- Launched and managed an archive system for product designs and branding guidelines

## **ADDITIONAL WORK**

Makeup Artist Blushin' Beauty | 2014 - 2018

Freelance Graphic Designer MP Designs | 2009 - 2017

Graphic Design Intern Henninger Media | 2002 – 2003

## **EDUCATION**

**UNIVERSITY OF MASSACHUSETTS**

Bachelor's Degree, Graphic Design

**AMHERST, MASSACHUSETTS**

1998 - 2002

## **AWARDS/CERTIFICATIONS**

- Management Training Certification, 2018
- Marketing Employee of the Quarter, 2017
- GDUSA: In-House Design Award, 2014 & 2015

# TECHNOLOGY

## ADOBE

- Illustrator
- Photoshop
- InDesign
- Dimension
- Spark
- Rush
- Acrobat Pro

## MICROSOFT

- Word
- Excel
- Outlook
- SharePoint
- PowerPoint
- OneDrive

## OTHER

- Keynote
- Airtable
- Miro
- Workona
- Cvent
- Mimeo
- Later
- Zoom
- Webex
- Google Meet
- Dropbox
- Slack
- Grammarly