

NASHONA HALDANE

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CREATIVE AND MARKETING LEADER

AREAS OF STRENGTH AND EXPERTISE

- Brand Management
- Creative Direction
- Omnichannel Marketing (B2B/B2C)
- Strategic Vision
- Campaign Management
- Marketing Strategy
- Content Creation
- Budget Management
- Performance Tracking
- Marketing Communications
- Social Media Management
- Relationship Building
- Innovation & Adaptability
- Team Leadership

EXPERIENCE

- 01.2022 - Present **Athenium Technology Group | Fractional CMO**
Sherwood, OR
- Developed and managed digital media strategies, enhancing brand visibility by 20% across multiple channels.
 - Directed a targeted site redesign utilizing data-driven analytics that resulted in a 30% revenue increase.
 - Leveraged market insights to drive a 32% increase in customer engagement and retention rates, positioning the company as an industry leader.
- 07.2023 - Present **Sherwood Band Boosters | Fractional CMO**
Sherwood, OR
- Strategized and executed data-driven marketing campaigns, yielding a 20% rise in community engagement and 15% growth in student enrollment.
 - Analyzed campaign data to optimize outreach, achieving a 35% improvement in stakeholder involvement, and providing strategic branding direction, boosting mission awareness by 30%.
 - Aligned marketing with fundraising and enrollment goals, securing a 15% funding increase, while efficiently managing budgets and reducing costs by 15%. Additionally, expanded program reach through partnerships, growing support by 22%.
- 08.2022 - 02.2024 **Power Automeia | Marketing Director**
Temecula, CA
- Drove the overarching omnichannel marketing strategy and maintained brand image consistency across all marketing channels and materials, championing consumer marketing initiatives to elevate brand perception and engagement.
 - Managed marketing budget allocation and KPI measurement, consistently optimizing strategies based on market trends and consumer behavior to achieve ambitious sales growth objectives.
 - Achieved a 7% increase in B2B email engagement through strategic marketing initiatives, elevated corporate social presence by 21% and implemented streamlined social management programs across all departments.
 - Orchestrated dynamic printed and digital marketing campaigns and sales collateral to seamlessly align with brand objectives for a 15% brand recall.
 - Led new automotive event marketing division (e.g., Mustang Week), trade show booth design and execution, and amplified brand visibility and delivered impactful results within target markets.
 - Crafted and implemented market-specific ecommerce platforms to expand revenue streams, achieving success by overseeing and executing marketing strategies that elevated brand visibility and generated leads.
- 09.2020 - 08.2022 **JMS Performance Group | Marketing/Creative Director**
Debary, FL
- Led and designed re-branding initiatives in the automotive aftermarket sector, resulting in a 35% increase in sales and heightened industry perception. Crafted and executed dynamic brand communication strategies and omnichannel campaigns, resulting in a 28% boost in brand recognition and a 15% increase in customer engagement.
 - Provided visionary leadership to shape the overall creative direction and aesthetic of brands, ensuring consistent management across all channels and producing compelling content that resonated with target audiences.
 - Employed thorough market analysis to optimize product marketability and profitability, leveraging opportunities and capitalizing on emerging trends with social and paid media initiatives, resulting in a 25% increase in sales growth.
 - Oversaw the enhancement of product packaging and the seamless integration of new developments into digital and physical platforms that showed 24% increase in brand recall.
 - Demonstrated adept project management skills to ensure seamless customer experiences across all touchpoints.
 - Managed comprehensive social media campaigns across multiple platforms to enhance brand visibility and engagement, resulting in 16% - 19% increase in audience reach and interaction.

01.2022 - 12.2022
Boise, ID

Track Tools | [Fractional CMO](#)

- Initiated data-driven marketing strategies, leading to a 10% increase in brand affinity and 20% surge in B2B demand for a railway maintenance tools startup.
- Aligned business strategies with actionable brand goals, driving a 25% boost in marketing influence and 32% rise in overall business goals attainment. Enhanced brand purpose understanding, cultivating 38% more advocates.
- Directed major brand initiatives, achieving a 30% visibility increase. Leveraged analytics for a 45% improvement in marketing effectiveness.

02.2018 - 04.2020
Sanford, FL

Derive Systems (SCT Performance & Bully Dog) | [Marketing Manager](#)

- Led the creative content development process, ensuring consistency across multiple channels, and championed brand aesthetics and visual identity for a team of 5, meticulously reviewing and endorsing graphics and photography.
- Orchestrated the development and oversight of systems, along with strategizing the allocation of 1.5M budget, for seamless marketing operations.
- Empowered internal teams with essential resources and streamlined communication channels, revolutionizing remote collaboration on projects by implementing project management software, resulting in a 65% increase in productivity.
- Strategically led and orchestrated event marketing initiatives, driving brand visibility and engagement while maximizing ROI through meticulous planning and execution.
- Formulated and executed strategic social media plans, leveraging social listening tools to gauge influencer activity and drive informed brand strategies, resulting in a 22% increase in engagement.
- Managed a 300+ sponsorship program to amplify brand presence and engagement, resulting in an enhanced market impact and 28% brand recognition.

10.2014 - 02.2018
Idaho Falls, ID

Motorfist (division of Arctic Cat, Textron Specialized Vehicles) | [Creative/Marketing Director](#)

- Directed a dynamic team, ensuring top-quality work, on-time delivery, and maintaining a 78% revenue attainment over 5 quarters with 100% team retention over 2 years.
- Implemented creative marketing strategies resulting in a 30% increase in brand engagement.
- Developed visually compelling assets achieving a 28% surge in brand visibility and a 45% boost in customer engagement.
- Pioneered creative casual apparel product design, driving a 20% sales increase and 15% market share growth.
- Collaborated to champion innovative creative concepts, leading to a 47% improvement in brand recall.
- Established design templates to reduce project turnaround time by 20% and optimize efficiency.
- Achieved a 98% on-time delivery rate in print production and vendor liaison, while driving a 30% increase in project throughput through innovative techniques and meeting deadlines with excellence.

12.2004 - 10.2014
Medford, OR

Motorcycle Superstore / Motorcycle USA | [Catalog Design Supervisor and Sr Graphic Designer](#)

- Orchestrated catalog production and graphic design initiatives, ensuring seamless asset delivery and maintaining consistency through meticulous press checks, resulting in flawless execution and a 68% customer satisfaction rate.
- Oversaw a wide spectrum of graphic design projects, including media kits, promotional materials, online campaigns, branding, and event collateral, delivering compelling designs that exceeded project objectives and contributed to a 53% increase in brand engagement.
- Directed photo shoots and crafted custom web pages using CSS/HTML, showcasing versatile design expertise and driving engaging user experiences, resulting in a 51% increase in website traffic and a 42% rise in user interaction.
- Produced diverse advertising materials, collaborating closely with the marketing team to achieve project goals and surpass expectations, leading to a 51% improvement in campaign performance metrics.
- Cultivated strong partnerships with printers and vendors, guaranteeing adherence to high-quality standards and timely production, leading to consistently exceptional deliverables and a 95% on-time delivery rate.
- Provided mentorship and guidance to junior and senior designers, ensuring alignment with rigorous company standards and project requirements, fostering a culture of excellence and continuous improvement, resulting in a 50% increase in team productivity.

EDUCATION

2015	Master of Fine Arts Studies Graphic Design	Academy of Art University	San Francisco, CA
2001	Bachelor of Fine Arts Applied Visual Arts / Graphic Design	Oregon State University	Corvallis, Oregon

Software/Technology: Adobe Creative Suite, Hubspot, Slack, Pipedrive, Wordpress, Asana, Mail Chimp, Constant Contact, ActiveCampaign, Slope, Basecamp, Sprout Social, Hootsuite, Publer, Microsoft Office Suite, Slack, Zoom, Google Ads, Meta Ads Manager, Google Meet, Google Slides, Google Doc, Jotform, AI Platforms

Awards: American Inhouse Design Award for catalog design for Motorcycle Superstore from Graphic Design USA

Volunteer: 9.2020- Present Marketing Director for Super 7 Girls, a non-profit focused on empowering young girls through education
07.2023- Present VP of Colorguard for Sherwood Band Boosters, local non-profit for Sherwood Band Program