

Ian Carr, CSPO

Creative Strategist

Westminster, CO 80021 | (203) 209-1203 | icarr@theiancarr.com | theiancarr.com

EXPERIENCE TIMELINE

2020

Retention Marketing Strategist & Product Owner

Scrum Alliance

Westminster, CO

- Product Owner for a 7 person cross functional team focusing on member retention and benefits.
- Lead retention marketing strategy and managed content creation for all certification levels from foundational to professional.
- Managed \$120,000 yearly marketing budget focused on paid marketing and content production.

2018

Head of Marketing

Gamers Outreach Foundation

Westminster, CO (Remote position)

- Fundraised over \$900,000 in 2018 through digital channels and events.
- Developed Gamers Outreach global brand and creative guidelines.
- Produced video and photo content with 950% growth over previous year.
- Social Media Growth: Twitter 8%, Facebook 4%, Instagram 480%.
- Created and oversaw the 18'-20' marketing strategy focusing on Brand, Digital, Events, Talent, and Content.
- Managing director involved in obtaining strategic growth revenue streams and talent acquisition, hiring, mentoring, and career trajectory.
- Launched apparel line through partnership with MetaThreads.com.

2017

Director of Technology Innovation & Social Media

Save the Children Federation

Fairfield, CT

- Managed \$385,000 budget for social media marketing tools, events, innovation events, travel, freelance, and innovation budgets.
- Orchestrated, mentored, and developed a team of 2 Associate Directors, 2 Managers, and 1 Coordinator.
- Create 3-year business strategy to reach 5% growth in followers; tapped into new channels like Twitch.tv and YouTube.com.
- Managed social media network of 6 million followers (@SavetheChildren).
- Spearheaded an innovative marketing experience utilizing virtual / augmented reality and projector technology.

2015

Creative Director

Save the Children Federation

Fairfield, CT

- Managed external services budget of \$95,000 and a creative team of 5 including copy writers, designers, videographers, and photographers.
- Re-branded global identity for all 30 country members. This included design, visual identity, photo / video standards, and brand messaging.
- Creative leadership for over 250 projects, including graphic design, multimedia campaigns, video shoots, and 360° integrated content over omni-channel strategies.
- Operated as Project Manager on over 600 projects, delivering a 150% increase year-over-year.
- Facilitated in raising over \$5M by leading creative on 6 separate events.

HELLO

Ian is best described by his colleagues as a strategic creative professional. With **13 years of experience** he has delivered insight-based creative ideas, social media strategies, and design. A track record of robust thought leadership. He provided solutions to drive client and business success through past campaigns. He is adept at setting up marketing goals and developing strategies to achieve and exceed goals. Lastly, Ian holds a solid expertise in monitoring and researching market trends, identifying opportunities and finding key issues.

Academically founded in

Graphic Design with core competencies in:

Creative Direction & Management
Product Ownership
Strategy Development

TECHNICAL SKILLSET

Software: Adobe Creative CC (Photoshop, Illustrator, InDesign, Premiere Pro, After Effects, Bridge, Lightroom, XD), Atlassian tools (Jira & Trello), Miro, Invision, HubSpot, Microsoft Office Suite & SharePoint, MailChimp, Constant Contact, FTP, Facebook, Hootsuite, Sprout, Sketch

Social Media Proficiency: YouTube, Twitch.tv, Facebook, Instagram, Twitter, Snapchat, TikTok, Discord

Programming: HTML5, CSS3, Terminal/Linux



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EXPERIENCE TIMELINE CONTINUED...

- 2014** ● **Art Director**
Catapult Marketing an Epsilon Company
Westport, CT
 - Coordinated 3 Junior Art Directors.
 - Achieved record high conversion rates on digital channels for Frontier Communications. Implemented across omni-channel strategies.
 - Decreased client feedback by 50% and improved the efficiency of producing high-quality digital work by enforcing best practices templates.
- 2011** ● **Art Director**
Snyder Group Inc.
Norwalk, CT
 - Orchestrated 2 direct reports through the internship program.
 - Developed concept, naming, strategy and design for the United Way's #Give4KidsNow campaign. Social growth: 8% and \$250k in fundraising.
 - Production role grounded technical skills in digital, large format, event / 3d design as well as pre-press for print and publication.
 - Performed as Design Project Manager for 10+ clients.
 - Scrum master, orchestrated stand up meetings to ensure team synergy.
- 2010** ● **Senior Designer**
Sign Language
Danbury, CT
 - Production position concentrated on serving as a key technical instructor for the agency, operating on printing and vinyl cutting software. Lead designer for creative projects including large format and vector graphics.
- 2008** ● **Brand Specialist**
Penske Automotive
Fairfield, CT
 - Operative position oriented on defining company's image and growing digital presence. Photography, social and web design specialist.
- 2007** ● **Junior Designer**
KatArt Graphics
New Milford, CT
 - Production role with emphasis on gaining knowledge and practice of 4 color press techniques mastering production. Warehouse management, in-house large format and press production.

ONLINE PROFILE



LinkedIn
www.linkedin.com/in/theiancarr



Portfolio
www.theiancarr.com



Twitter
www.twitter.com/theiancarr



Instagram
www.instagram.com/theiancarr



Twitch
www.twitch.tv/theiancarr



Email
icarr@theiancarr.com

Education & Training

Bachelor of Arts - Graphic Design

Sacred Heart University,
Fairfield, CT, 05/2011

Certified Scrum Product Owner®

Six Sigma Yellow Belt certification

QuikSolvr certification

HubSpot Certified

Ideation training by Google

Top Speaking Engagements:

Microsoft, Mixer Interview - E3

Los Angeles, CA, 5 minute interview
for Gamers Outreach Programs.
06/11, 2019

Innovative Story Telling,

Idea to Impact: Innovation Summit,
Washington D.C., 06/2017

Millennial Marketing Seminar

Save the Children Corporate Counsel,
Washington D.C., 06/2017

Alumni Panelist - Design

Sacred Heart University, Fairfield, CT,
Annually 2011 - 2017

References

Charles Roth

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Snyder Group Inc.
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Mike Amaditz

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Monterey Bay Aquarium
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