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Ian Carr

Case Studies and Examples

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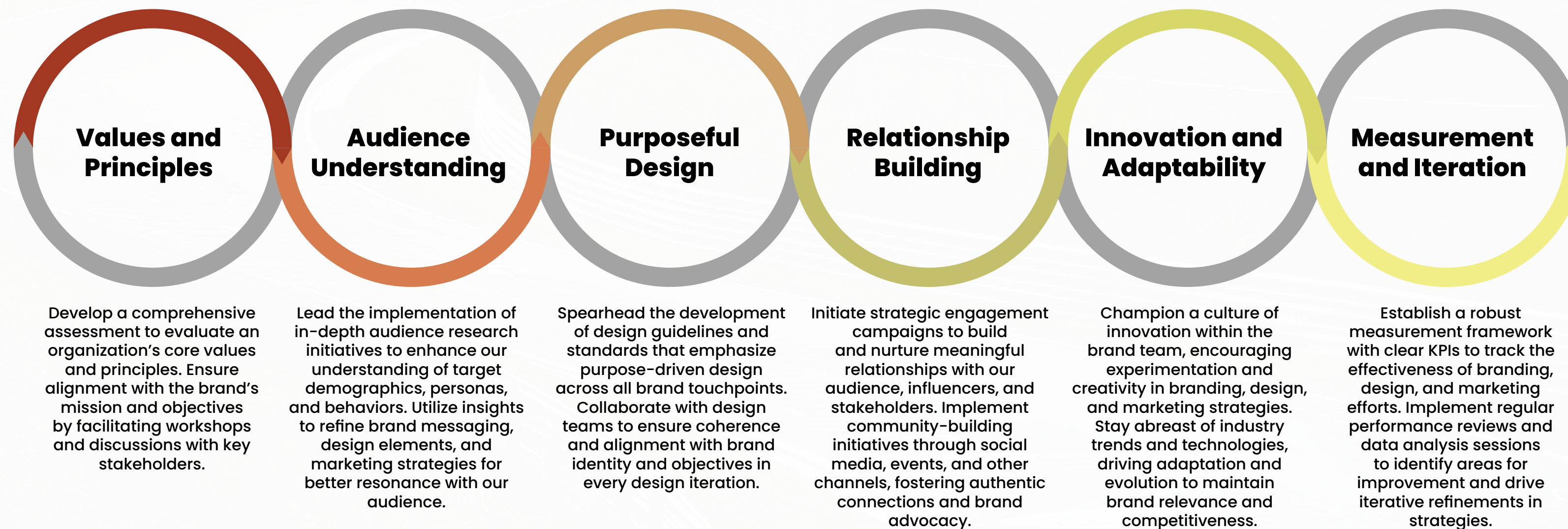
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Holly Springs, NC



Methodology to Branding, Design, and Marketing

My personal approach to branding, design, and marketing combines a values-driven ethos with meticulous audience understanding, fostering purposeful design and meaningful relationships. Embracing innovation and adaptability, I lead with data-driven measurement and iterative refinement to ensure continual growth and relevance in today's dynamic landscape.



Case Studies

Explore insightful case studies highlighting the impact of values-driven branding, purposeful design, and strategic audience engagement. See firsthand how innovative strategies and data-driven iteration deliver tangible results in today's marketing landscape.



Save the Children: A Global Re-branding Story



The Problem:

Across 30 member countries, Save the Children did not have an establish brand and identity.

The Solution:

After years of market research, testing and designing; the new global brand for Save the Children rolled out across the member countries in 2016. The following page covers a variety of old-versus-new examples of the brand in action with-in Save the Children USA's marketing materials. The items include the redesign of our website, email testing, print and news letter testing, as well as pieces from our brand guidelines.

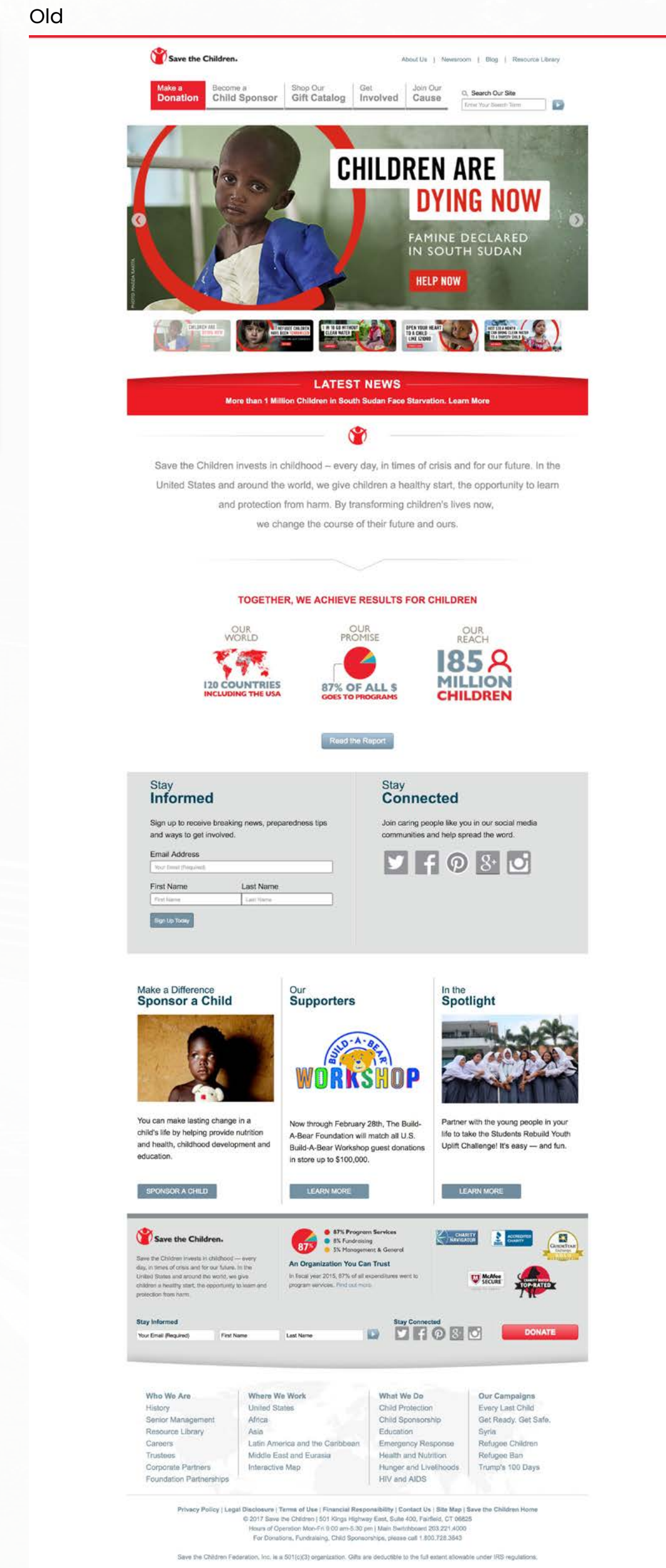
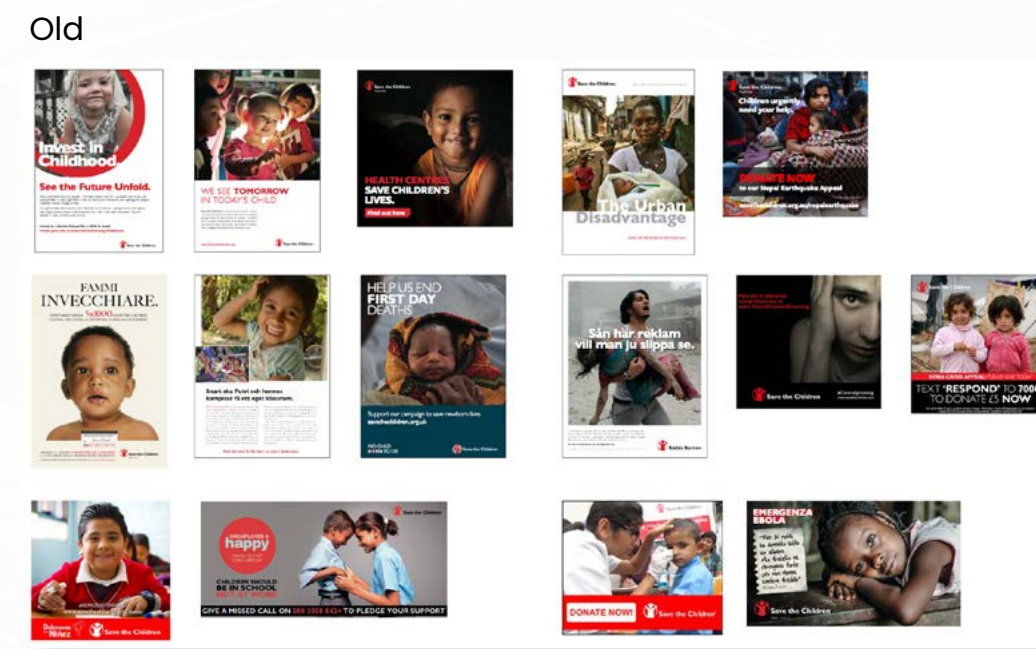
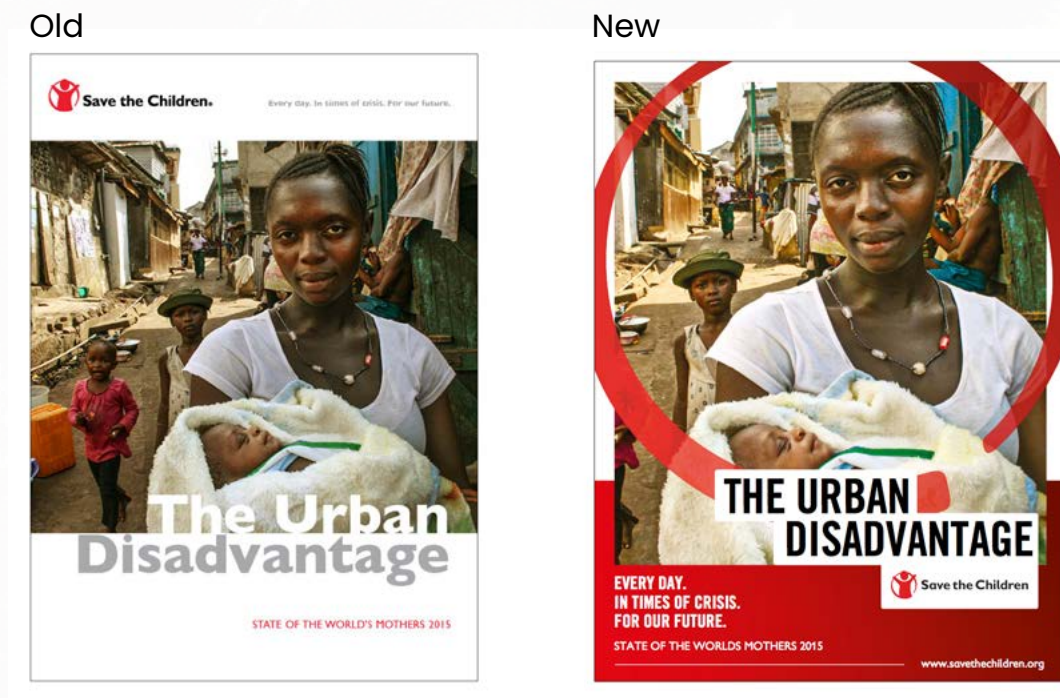


Save the Children: A Global Re-branding Story



The global re-branding of Save the Children created a seamless alignment between their work in over 120 countries. We began by anchoring the re-brand in the organization's core values and mission, ensuring that every visual element, from logo to typeface, reflected a commitment to authenticity. By deeply understanding the diverse global audience, we tailored design choices to resonate effectively, fostering stronger connections and brand loyalty worldwide. Through iterative refinement and rigorous measurement, our re-branding efforts not only upheld the organization's mission and vision but also adapted to diverse market landscapes, ensuring sustained relevance and impact on a global scale.

[View the 131 page Brand Guidelines](#)

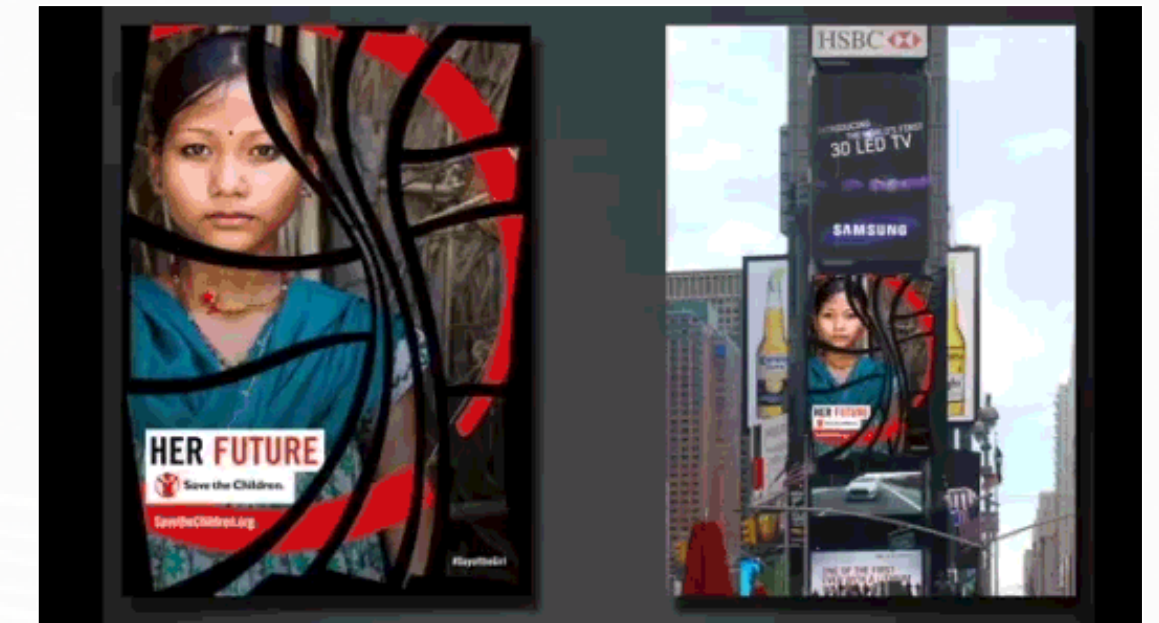


Save the Children: Other cool stuff...



In addition to being a brand and marketing director for Save the Children, I lead up their innovation team, social media team, and the creative department during my tenure. Some projects included the creation of the **Play.Stream.Vlog.Save.** initiative an all encompassing platform for online talent. We took over the **Coca-Cola Time Square billboard** for a week, and partnered with **Ferrari** to celebrate their 70th anniversary in Rockefeller Center. The creation of **3x Virtual Reality films**, directed all creative and Getty photo-shoots for the annual **Gala**, and more.

Examples to see more cool *stuff* available by request.



Gamers Outreach: Branding from the ground up



The Problem:

Upon joining Gamers Outreach as the second full-time employee during its early stages, it lacked established brand guidelines. Identified areas for scaling included digital channels, content creation, events marketing, digital fundraising, and influencer engagement.

The Solution:

Through strategic growth initiatives, we forged partnerships with key players in the gaming industry, utilizing digital and event platforms for fundraising endeavors. With a focus on audience understanding, our multichannel campaigns led to an outstanding 480% growth across social media platforms within 18 months. By adhering to standardized brand guidelines and implementing a consistent media content delivery schedule, we enhanced brand visibility and engagement, aligning with our values of authenticity and innovation.

In our endeavor for meaningful relationships, we collaborated with prominent influencers like JackSepticEye and esteemed sports foundations such as the Denver Broncos and the Detroit RedWings to produce professional-grade video content. As the lead content director, I oversaw all aspects of production, ensuring alignment with our brand while maintaining a tone that resonated with our diverse audience.

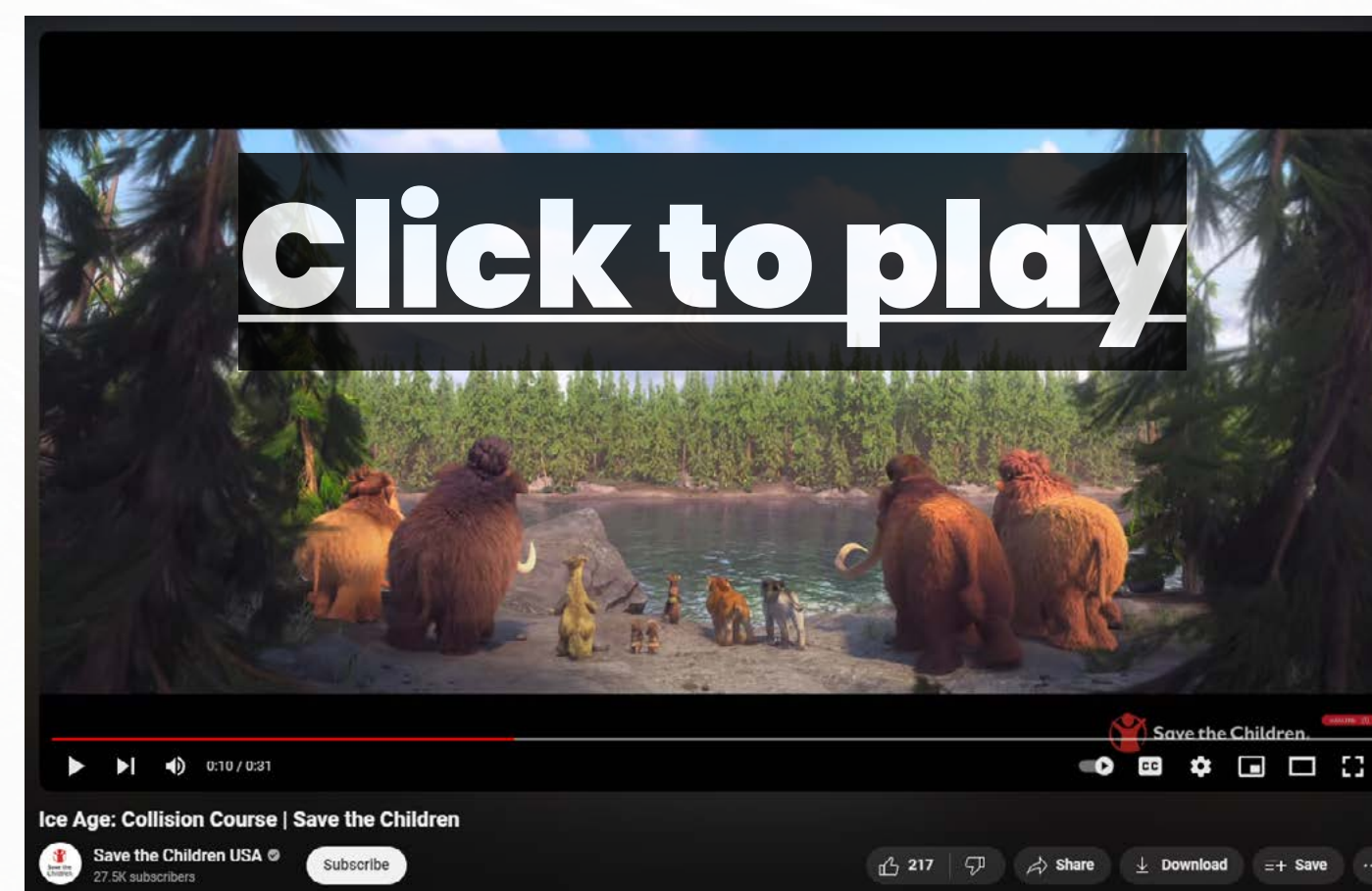


Save the Children: A co-branded campaign



The Story:

In 2016, BlueSky and 20th Century Fox producers for Ice Age Collision Course partnered with Save the Children to benefit the Save the Children programs. The campaign focused on preparedness as it was one of our missions pillars. The campaign included in-person event materials, a :30 and :60 second pre-roll / commercial created from the Ice Age characters. :30 & :60 second radio spots, a digital lead-generation experience which supported families around the globe. These examples showcase a broad set of co-branded material, elevating both brands.



Our Family Emergency Plan

Directions: Emergencies can be scary, but being prepared can keep your family safe. Fill out the information below with your children to create your Family Emergency Plan.

ICE (In Case of Emergency) Contacts:

Parents'/Guardians' Information

First and Last Names: _____	First and Last Names: _____
Work Address: _____	Work Address: _____
Work Phone: _____	Work Phone: _____
Home/Cell Phone: _____	Home/Cell Phone: _____
Email: _____	Email: _____

Local Contact's Information (in case parents cannot be reached)

First and Last Names: _____

Home/Cell Phone: _____

Email: _____

Relation to children (friend, uncle): _____

Out-of-Town Contact's Information (in case local contact cannot be reached)

First and Last Names: _____

Home/Cell Phone: _____

Email: _____

Relation to children (friend, uncle): _____

Page 1

Scrum Alliance: Product Development Framework

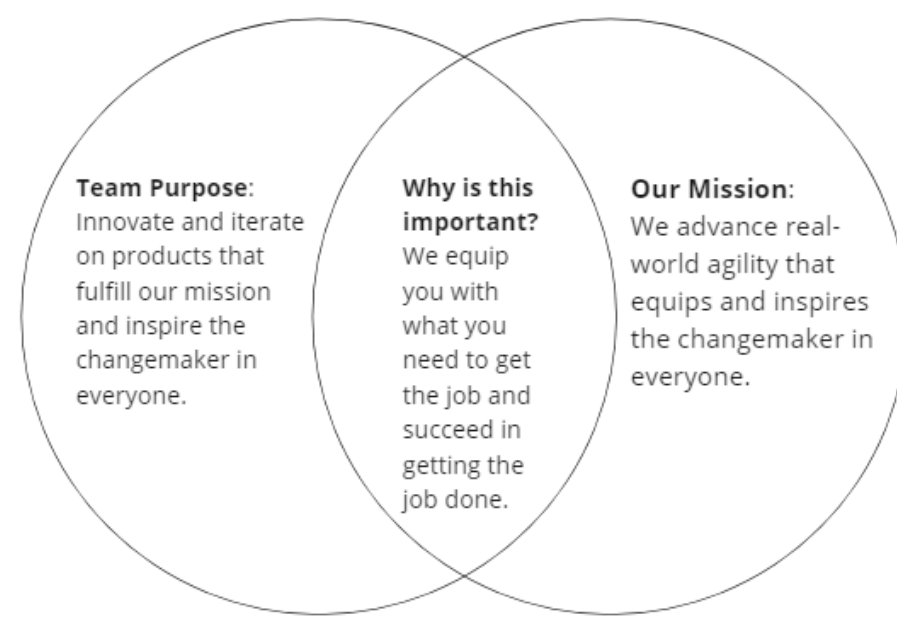


The Problem:

Scrum Alliance had no formal product team, meaning there was no focus on developing or iterating on our products or the product lifecycle. The core problem revolved around a 2+ year product development cycle that often failed to deliver products.

The Solution:

in 2021, I sat down with the leadership team to illustrate and conceive the “Product Team” at Scrum Alliance. Team Purpose: Innovate and iterate on products that fulfill our mission and inspire the changemaker in everyone. Since it’s inception, the team has grown to over 9 product managers, scaling our delivery time down from 2 years, to less than 3 months. On the following page is a framework I developed and implemented which is a key factor to the success of our educational product and their delivery. My responsibilities incorporate end-to-end product development, including go-to-market planning and implementation.



Role based

Scrum Master

Explore the core principles of scrum through our CSM courses, designed to enhance collaboration within and across teams and establish you as a catalyst for positive organizational change regardless of your current role.

◆ FOUNDATIONAL
Certified ScrumMaster™

◆◆ ADVANCED
Advanced Certified ScrumMaster™

◆◆◆ PROFESSIONAL
Certified Scrum Professional™ - ScrumMaster

CSM course description

Learn the scrum framework by earning a CSM certification. Understand team accountabilities, events, and artifacts, as well as how to guide your team in the effective application of scrum.

Who's it for?	What you'll learn	Prerequisites	Time investment	Price range*
<ul style="list-style-type: none"> Scrum masters Software engineers Business analysts Project managers New scrum team members Anyone who wants to understand scrum 	<ul style="list-style-type: none"> Scrum framework Scrum team roles 	<ul style="list-style-type: none"> None 	<ul style="list-style-type: none"> 16+ hours 	<ul style="list-style-type: none"> \$ 250-2,495 USD

Scrum Alliance Launches New Agile Skills Certification Focused on Scaling

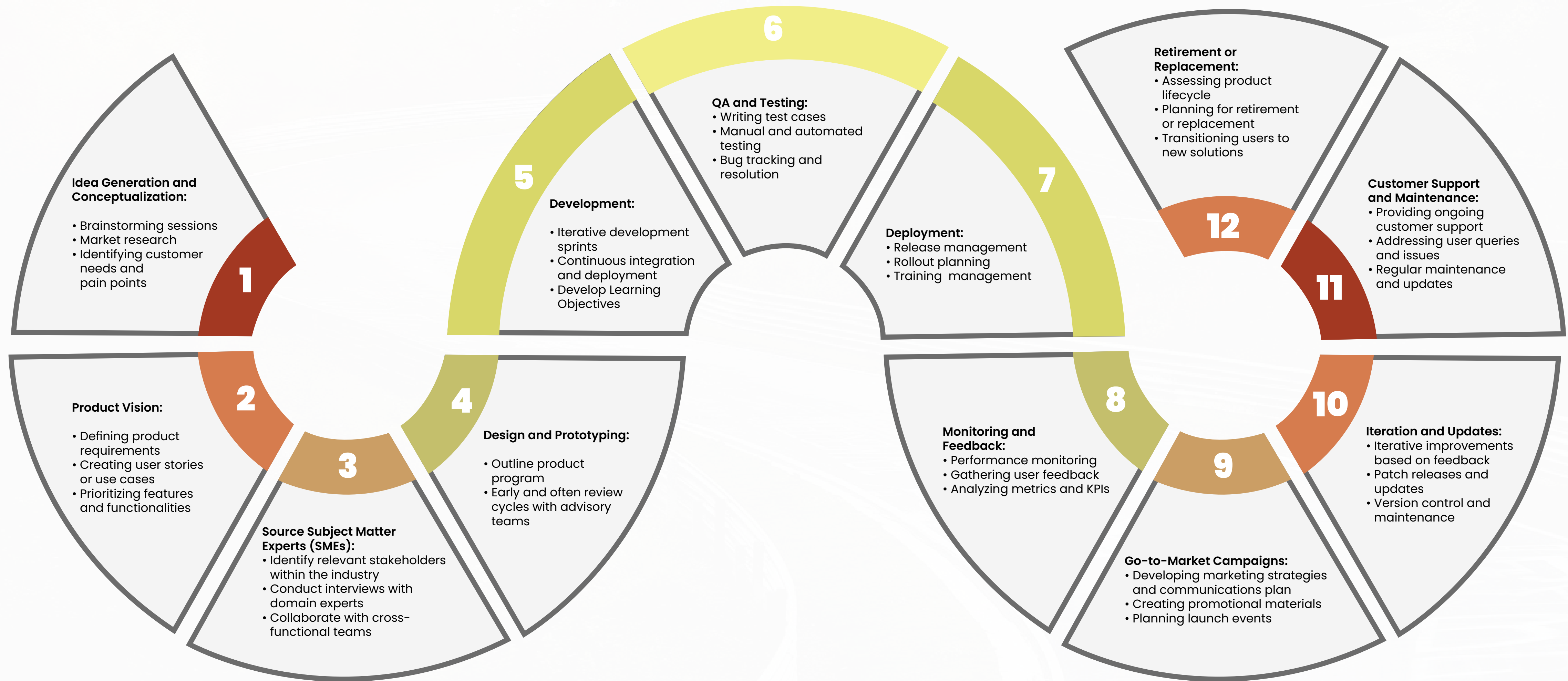
Business Wire
December 8, 2023 · 4 min read

CAS-S1 CERTIFIED

Certified Agile Skills - Scaling 1 (CAS-S1) is a framework-agnostic scaling course designed for those who want to ramp up agile delivery successfully and sustainably across their organizations.

DENVER, December 08, 2023--(BUSINESS WIRE)--Scrum Alliance®, one of the largest membership organizations in the agile community, today announced the launch of a new scaling certification course designed for anyone who wants to scale agile delivery to execute enterprise strategy, build better products, and solve complex problems: *Certified Agile Skills - Scaling 1 (CAS-S1)*.

Scrum Alliance: Product Development Framework



What it's like to work with Ian

Ian Carr leverages 15 years of executive-level expertise in branding, product development, and integrated marketing strategy. This includes a comprehensive grasp of the marketing funnel and partner development. He thrives in a pivotal role focused on shaping marketing strategies and elevating brands.



Recommendations and direct feedback from team members



Mike Berman · 1st

I help organizations achieve their purpose through effective product leadership. Adaptable teams , Aligned organizations , and Advanced product skills guaranteed to impact what you care about most.

April 19, 2021, Mike worked with Ian on the same team

Ian immediately stood out from everyone else at our hiring event. Extremely insightful, thoughtful, humble, and eager to learn, he was an incredible addition to our team. And he showed he could do far more than his role as well. I was continuously impressed with his ability to rally people into a room and create amazingly focused outcomes. I would choose Ian to be part of any team, regardless of the role he wanted to fill. He is one of those rare talents that I would trust to do it all, and do it really well.

Ian is unafraid to initiate necessary but difficult conversations.

Excellence

This doesn't exactly capture what I'm thinking, but I'll elaborate. Ian keeps priorities and focus centered on what's important. Sometimes that means correcting the course and being blunt. Not mean, but truthful and directive. He is also quick to name things that are unsaid, and share his opinion in honest way. To quote Brene Brown, he's clear but kind :)



From Dave Maurer
March 9, 2023

Ian completely redefines what "good leadership" looks like.

Leadership

Good vibes for you because of your complete transparency in planning! You always make such an effort to talk things through with the team, check on our reactions and thoughts, and work together. It's appreciated; I've never in my life been so involved in big picture planning and I enjoy it. Thank you!



From Rebecca Federspiel
August 24, 2023

Ian adapts easily to change and uncertainty.

Leadership

This person right here. Talk about thinking on your feet... Ian is the master of this and knows how to handle weird and wonky situations that get thrown our way. Thank you for showing us all how to show up.



From Carol Miller (she/her)
July 28, 2022



Renee Mzyk, CPA, CSM, CSPO, CAL · 1st
Operations Professional
January 16, 2024, Renee managed Ian directly

I had the pleasure of working with Ian at Scrum Alliance over the past three years. He is most recently in the role of Head of Product for the organization. His team is responsible for delivering new products in the Scrum and Agile space. He is a great leader to his team members helping with both work topics and employee development. He has gained their trust and respect. He also works with all kinds of stakeholders and subject matter experts in the Agile space and is well-respected among his peers. He is willing to jump in and help in any type of situation. He has paired with SMEs and led many educational sessions about our new products. He has an in-depth marketing background which brings creativity and is valuable when taking products to market. Ian is very dedicated and would be an asset in any role he holds.



Ian Carr
Head of Product | Scrum Alliance



In Conclusion

Thank you for taking the time to review my portfolio full of case studies. I appreciate your thoughtful consideration. Crafting these case studies has allowed me to showcase my passion for marketing, product development, and leadership, which are key elements highlighted in my resume.

Throughout my career, I've been driven by a deep passion for marketing, evident in my role as Director of Marketing at Save the Children, where I led innovative marketing initiatives that resulted in significant growth and brand awareness. Additionally, my experience in leading cross-functional teams and driving strategic marketing initiatives aligns closely with the responsibilities that I want to take on in the future.

I am eager to bring my expertise in marketing strategy, product development, and leadership to the table and make a meaningful impact with your team.

Once again, thank you for considering me for a role on your team. I look forward to discussing how I can contribute to the success of your team in more detail.

Best regards,



Ian Carr

Case Studies and Examples

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Thank You