John Spofford | john@alliancex.org | 440.552.1946 | johnspofford.org (last updated 2023)

SUMMARY:

Experienced and versatile design and marketing professional with a Bachelor of Fine Arts in Multimedia, Animation & Design and a Bachelor of Applied Science in Multimedia Marketing. Skilled in graphic design, illustration, animation, 3D modeling, compositing, visual effects, video editing, sound design, videography, photography, web development, and marketing. Proficient in Adobe Creative Suite, Autodesk Suite and 3D software, Office suite, and a variety of industry-standard marketing tools including Googles marketing suite. Successfully conceptualized and created marketing materials for the banking industry, maintained social media presence and designed and maintained banking website. Founder of Android Alliance with over 2.7 million registered users and downloads on the Google Play store. Managed internal marketing projects, design projects and coordination between multiple teams for large-scale projects. Experienced in working with a variety of clients including Pepsi Co, Sony, and Medical Mutual.

SKILLSET:

Graphic Design, Illustration, 2D/3D Animation, 3D Modeling, Visual Effects, Editing, Videography, SEO/Optimization, Google/Fb/Bing Ads, Web Development (HTML/CSS & WordPress), Marketing and Social Media (Digital Marketing, Analytics and Data Interpretation, Brand Management, Market Research, Communications, Event Planning, and Member Relations), as well as IT/Networking and hardware proficiency and many major AI platforms/APIs.

CERTIFICATIONS:

- Google Ads Display Certification
- Google Ads Search Certification
- Google Shopping Certification
- Google Ads Video Certification
- Google Ads Measurements Certification

- Google Ads Apps Certification
- Google Ads Creative Certification
- Google Grow Offline Sales Certification
- Google Fundamentals of Digital Marketing Certification
- LinkedIn Marketing Solutions Fundamentals Certification
- HubSpot Certification

MAIN SOFTWARE COMPETENCIES:

- Adobe Creative Suite (Photoshop, InDesign, After Effects, Illustrator, Premiere)
- Autodesk Suite and 3D Software (3DSMax, Maya, Sketchbook, Unity, ZBrush, Blender)
- Office suite (Publisher, Excel, Word, PowerPoint, Access, Visio)
- Marketing Tools (Moz, SEMrush, HubSpot, Screaming Frog, Marketo, SpyFu, Zapier, Power Automate, Pardot & Salesforce)
- Google Ads (Google Search Console, Keywords, Google Analytics, Google MyBusiness, Marketing 360)
- Google Search Console, Google Tag Manager, Google Analytics, Google
- Facebook Ads, Instagram Ads (Meta Business), X (Previously Twitter) Ads
- Bing Ads Platform
- Yahoo Ads Platform
- Zillow Ads

Note: Learning curve for new software or environments is small and picked up quickly. Portfolio work is located at johnspofford.org

EXPERIENCE:

FATAL Cybersecurity   **06/2024 - Current**
Board Member

- Providing strategic guidance or advice for all major marketing initiatives, playing a role in shaping and executing comprehensive marketing strategies, including design, website development, content creation, and digital advertising campaigns.
- Approve major initiatives and projects of the Marketing Team, ensuring alignment with overall company objectives.

Patter (PKA LetsAllDoGood)
(Sister companies: Union Strong and Homes4Good)
Marketing Manager

Roles:

Digital Marketing and Advertising
- Led comprehensive online advertising campaigns across platforms including Google Ads, Instagram, Facebook, X, Yahoo, Bing, and Zillow. Developed and implemented sophisticated strategies for Google Ads, resulting in thousands of qualified leads for key stakeholders in non-profits, labor unions, and housing authorities.
- Crafted and managed creative assets for digital ads, including videos and animations.

Website Management and SEO
- Developed and maintained four distinct websites for different brands, ensuring meticulous setup and configuration of Google Analytics, Tag Manager, Search Console, and SEO. Implemented lead tracking systems to trace sources as they integrated into Salesforce or Pardot.

CRM and Automation
- Played a pivotal role in transitioning from HubSpot to Salesforce, including administrative setup and platform customization during the absence of a dedicated consultation team.
- Designed and implemented advanced automation workflows within Pardot, Salesforce, Zapier, and Power Automate.

Marketing Collateral and Brand Identity
- Created a wide range of marketing materials, such as fliers, brochures, pull-up banners, posters, handouts, sales literature, and more.
- Contributed to brand identity development and established guidelines for logo usage.
- Authored copy for websites, presentations, designs, marketing cadences, and various other content.

Events and Webinars
- Planned and executed nationwide events, including creating comprehensive marketing plans and managing budgets.
- Organized and facilitated webinars for multiple brands, consistently achieving significant registration numbers and high attendance rates (sometimes upwards of 200 registrants).

Team and Vendor Management
- Supervised and mentored over five interns, including training the on-staff marketing coordinator in new skills like coding and design project updates.
- Managed relationships with vendors, including coordinating with print vendors across the US to ensure timely and quality deliveries for events.

Internal Processes and Coordination
- Established and organized the marketing strategy and Microsoft Teams structure for both marketing-only and cross-functional marketing and sales teams.
- Developed detailed marketing procedures for the department, including documenting all key actions, contacts, vendors, and essential brand information.
- Coordinated meetings between Marketing and Sales teams to ensure proper lead distribution and collaboration, utilizing tools like ZoomInfo for lead sourcing.

Cardinal Credit Union
Senior Marketing Specialist & Designer

3/2017 – 3/2023

Roles:
- Conceptualize and create all banking materials both in-branch and out, for anything ranging from a deposit slip to a billboard
- Grow and maintain Cardinal's social media presence online across multiple platforms
- Create and maintain Cardinal's Google and Facebook Ads
- Create short commercials, educational or promotional videos (full production - sound, edit, and correct)
- Created, designed and maintain the Cardinal website (CardinalCU.com) including any automated fillable forms, job posting board, and member in-branch scheduling system
- Conceptualize and design student-run branches inside partner high schools and colleges from the look of the branch to the visual materials used for teaching. Schools include Mentor High, Lake Catholic, NDCL, Northern Career Center, Willoughby North/South, Lakeland Community College and Hiram, with plans for future partnerships
- Created and designed proposals used for potential merger and acquisitions of Cardinal with other credit unions (Hillcrest, American Greetings, Erie CU)
- **Digital Marketing** (promoting products, services and content online. Search Engine Optimization (SEO), Pay-Per-Click (PPC) advertising, social media advertising, email marketing, and content marketing.)
- **Analytics and Data Interpretation** (analyzed data and interpreted results to optimize ad campaigns)
- **Brand Management** (managed and built brand identity, developed, maintained and implemented brand guidelines ensuring consistency across all marketing channels)
- **Market Research** (financial campaign design, and data analysis of related fields to improve upon existing promotional ideas)
- **Communication** (helped to write effective copy, craft engaging social media posts, and create compelling visuals)
- **Event Planning** (budgeting, logistics planning, vendor management, and on-site event coordination)
- **Member Relationship Management** (managing member and non-member ad data, segmenting audiences, and using data to inform personalized marketing campaigns for members)

Statistical Notes:

- Cardinal's social media presence grew by 500%
- Cardinal's website usage grew by 800% after redesign
- Cardinal's local presence per-branch grew by 600% via digital advertising
- Cardinal opened multiple new branches, including school branches

Android Alliance
Founder

11/2016 - Current

- Android Alliance is an educational and resourceful hub for Android users. We created an Android app called 'Alliance Shield', which is a complete corporate device management suite without the need for MDM software.
- The Alliance Shield is used to manage multiple company devices easily and seamlessly with available features such as blocking software updates, firewall/ad block, secured charge, remote options, disable packages and more.
- Shield application has over **2.7+ million registered users** and downloads on the Google Play store, translated into 10 other languages & used all around the world.

Aqua Engineering (FKA Kocher Microelectronics, Inc.)
Industrial Designer

9/2014 – 6/2016

- Utilized software, freeform drawing, CAD, and other applications to design how products would look/function
- Designed and rendered realistic 2D/3D animated depictions of prototypes, schematics, demonstrations, etc.
- Worked with clients and engineering team to revise and optimize designs for aesthetic and functionality

- Designed, developed, and hosted client/project websites, marketing content, instructional media, etc.
- Performed various photography and videography services as needed for marketing or instructional media
- Managed internal marketing projects, design projects and IT support and troubleshooting
- Clients Included: Pepsi Co, Steris, Arzel Zoning, Sterionics, CFRC Solutions

Will & Way Productions   **10/2012 – 11/2014**
Partner

- Videography: filmed, edited, and added post effects for various video projects
- Developed and created unique animation shorts
- Various photo/video editing and graphic design projects, web development
- Assisted in sales and marketing, participated in client meetings, conferences, gave presentations as needed
- Clients Included: Koher Micro, REMEC Mechanical, Durand Bernarr Music

Knowbase Networks (NKA: Roundtable Learning)   **11/2006 – 08/2008**
Graphic Designer & Storyboard Artist

- Created flash animated workplace training videos for large companies
- Web development projects
- Storyboarding and developed e-learning media
- Designed and built custom CRM/CMS projects for companies
- Clients Included: AkzoNobel (formerly ICI Paints), Invacare, Sony, Medical Mutual, and Lexmark

EDUCATION:

Cleveland Institute of Art	ITT Technical Institute
(2009-2013)	(2006-2009)
BFA in Multimedia - Animation & Design	BASc in Multimedia Marketing