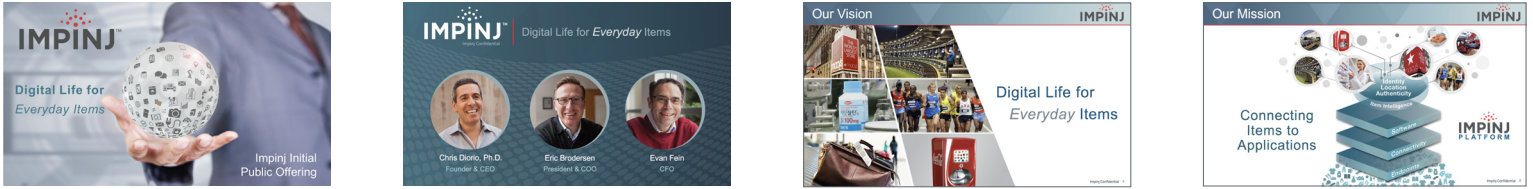


Enclosed are select marketing strategies, each accompanied by a narrative backdrop, and engagement journey. My passion for presentation consulting finds its roots in my tenure with a specialized Seattle firm, dedicated solely to crafting presentations for corporate clientele. I have guided top tiers on presenting techniques and art directed videographers or video editors within motion graphics through full marketing campaign strategies. Leveraging the Adobe suite, I meticulously crafted every element including graphics, iconography, photos, and layout. Please visit www.skndesigns.com for “featured work,” and expanded “portfolio” including samples that span across multi-media touch points: campaigns (digital and print), videos, brand, social media, sales enablement, presentation decks and event materials from authentic client work.

1 IMPINJ IOT | VENTURE CAPITOL CAMPAIGN MARKETING



After evaluating design approaches, including data visualization techniques, narrative storytelling, video interviews, splash pieces, and simplified info-graphics, I consulted with C-suite executives and lead banks on company financials, industry analysis, and customer use cases (e.g., McDonald’s, Zara, Macy’s, Airport). Utilizing all three design elements ensured technical depth and audience retention. We adhered to the S1 requirements and the campaign was a significant success, leading to a well-received IPO and substantial capital raised. At NASDAQ, Impinj’s stock opened at \$17, rose to \$27 on the first day, and now is valued at \$163. As a result of the successful launch, I was flown out to share in the NASDAQ bell ringing ceremony in NYC. www.skndesigns.com/impinj-iot-ipo

2 WE COMMUNICATIONS (AGENCY) | GLOBAL PLUS PARTNERSHIP



At We Communications, I spearheaded high-profile projects for top-tier executive presentations, internal/external pitch decks, and all overflow needs. I mentored junior designers, while implementing a streamlined intake process to enhance efficiency and quality. My role involved direct B2B client relationship building, working across diverse sectors, and collaborating with cross-functional teams including marketing, copywriters, and analysts. The result was a significant improvement in deliverable quality, client satisfaction, and team productivity. One notable presentation exemplifies the synergy achieved through our partnership with five other renowned agencies, collectively enhancing our company’s capabilities on a global scale and presenting a united front to our audience. Leveraging dynamic motion graphics, this presentation elevated storytelling to new heights, enabling presenters to seamlessly guide our target audience through complex content and leave a lasting impact. www.skndesigns.com

3 EXPEDIA GROUP | FINANCIAL CORE TRANSACTION SYSTEMS



During a period of significant transition for Expedia, the company experienced substantial leadership changes, including the departure of two CEOs and one CFO. In response, Barry Dillard, the main stakeholder, sought a deeper understanding of internal operations and product deliveries across various groups within the organization. I provided strategic guidance on internal communication initiatives spanning fourteen distinct product lines and stakeholder groups. This included crafting compelling storytelling content, delivering presentation coaching, and developing white papers and discussion primers to facilitate meaningful dialogue. Leveraging dynamic motion builds, I played a pivotal role in distilling complex technical concepts into digestible narratives, thereby fostering more accessible discussions around intricate topics. www.skndesigns.com