

CASE STUDIES SAMPLES

Enclosed are select marketing strategies, each accompanied by a concise overview of the collaborative process, 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. Within this role, I not only advised senior executives on refined presenting techniques but also provided artistic direction to videographers and video editors, particularly in the realm of motion graphics. Several of these projects have been transformed into dynamic videos, available for viewing on my website, showcasing subtle yet impactful motion graphic sequences. These motion builds serve as a powerful tool to inject vitality into dense content, refine presenter timing, and enhance message comprehension for target audiences. Leveraging the Adobe suite, I meticulously crafted every element including graphics, iconography, photos, and layout. For a comprehensive glimpse into my portfolio, please visit skndesigns.com.

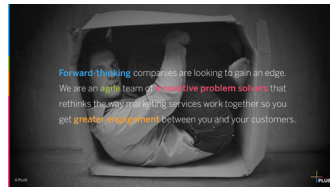
IMPINJ IOT | VENTURE CAPITOL CAMPAIGN MARKETING



I had the privilege of engaging directly with Impinj's esteemed C-suite executives, including Chris D (CEO), Erik B (COO), and Evan F (CFO), in a collaborative effort to refine and elevate a critical presentation. Together, we meticulously crafted both content and presentation delivery, focusing on nuances such as timing and delivery to ensure alignment with the stringent requirements for S1 submittal. Failure to meet these standards would have jeopardized Impinj's eligibility, heightening the stakes for our team. Compounding the pressure was the unforeseen impact of Brexit on the stock market, necessitating an expedited marketing launch from three months to a mere three weeks. In response, we pivoted swiftly, aiming to cultivate a narrative that resonated with our target audience by elucidating the practical applications of Impinj's platform technology in everyday scenarios. As the art director overseeing both the presentation and accompanying video content, I played a pivotal role in steering the project to fruition. The culmination of our efforts was met with resounding success, culminating in Impinj's triumphant IPO and the honor of participating in the ceremonial 'ringing of the bell' at Nasdaq in New York City.

<https://www.skndesigns.com/impinj-iot-ipo> (under "Featured Work" on website for deep dive)

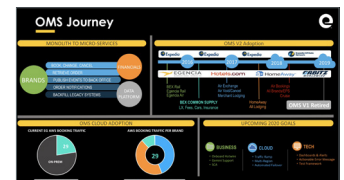
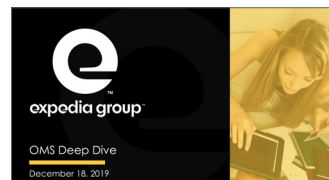
WE COMMUNICATIONS (AGENCY) | GLOBAL PLUS PARTNERSHIP



My collaboration with this esteemed agency involved integrating marketing assets and campaigns, while maintaining a steadfast commitment to delivering top-tier presentations for both internal and external corporate clients. As part of the WE Global initiative, our external team operated on a global scale, strategically expanding our client base. 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 | Presentations

EXPEDIA GROUP | FINANCIAL CORE TRANSACTION SYSTEMS



During a period of significant transition for Expedia leading up to the onset of the pandemic, 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. Drawing on my expertise, 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.behance.net/gallery/98137835/OMS-Presentation :: www.behance.net/gallery/98127511/Global-Tax-Platform