



# Intentional Creative Professional

I am a results-driven **creative leader** with **20+ years of professional experience** involving **brand transformation, UX optimization, and strategic content storytelling**. By integrating **design, content strategy, and front-end development**, I craft **intentional brand experiences** that **engage audiences and drive conversions**. I love **managing and mentoring creative teams**, ensuring **brand consistency** across every touchpoint, and fostering a **culture of collaborative leaders**. I have first-hand experience in **Agile methodologies** and operational efficiency leveraging **industry-leading project management tools**, leading large-scale initiatives with precision.

Your brand should be dynamic and evolving—not just visually compelling, but strategically positioned for long-term success. If you're looking for a creative leader who blends design, strategy, and technology to drive measurable results, **let's connect**.

## EXPERIENCE



Isos Technology  
**Brand Manager and User Experience**

Feb 2012 - Jan 2025  
13 yrs

In this position, I had a variety of responsibilities across all departments:

Primarily in **Marketing**, I managed creative specialists; directed and created branded material and multimedia for ads and promotions; directed and created material for events and tradeshows, including large-scale booth designs and video; facilitated and designed material for webinars; researched, analyzed, and tested various methods, frameworks, and practices to increase website conversions; managed website updates and overhauls; proposed and built custom website modules for usability and conversions, including assessments and ROI calculators; proposed and started a widely-used chat functionality on our site; built and assisted with emails, CTA systems, tracking UTM URLs and various other things having to do with the CRM.

For **PeopleOps, ITops, and Finance**, I created custom swag (also used in ABM and tradeshows); created an internal swag store that could be used externally; applied branded customizations and advised on internal systems, such as Confluence, Jira, Slack, BambooHR, document letterheads, managed email signatures, etc; built and started a popular internal newsletter; built materials for and helped plan company events; office HQ design for multiple locations including decor, wall art, colors, custom furniture, and digital display graphics: video, layout, promotional material, and social feeds.

For **Sales and Consulting**, I built and managed a multitude of slide decks (and templates); created various client-facing templates, such as solution briefs, proposals, SOWs, status reports, documentation, and guides; I also assisted with high-profile client projects when there was a need for a creative or unique solution to complicated problems or specific customer branding of the products we sold using advanced addons and techniques.

*Ask me about client projects.*

# EXPERIENCE *(continued)*



Limelight Networks

**Interactive Production Artist and Technical Marketing Manager**

Sep 2006 - Jan 2012

5 yrs 5mos

At Limelight, I was a part of many great, high-profile projects and was able to experience many things. Being the sole design and web portion of the Marketing department for three of five years, I gained a lot of knowledge and many skills by necessity. I helped direct the design and development of many large-scale projects, including projects that required a third-party company for quicker completion. On many occasions, I was the main contact on a project giving direction. Previous titles were Technical Marketing Manager and (unofficially) Manager of Brilliance.



Obu Web Technologies

**Web Designer**

Oct 2005 - Sep 2006

1 yr

At Obu Web, I refined my CSS and design skills and dealt directly with clients to create the quality of experience they were looking for and had my hands in projects all the way to their launch. I also learned all the ins and outs of successful, organic search engine optimization, because this was the primary focus of the company.

# EDUCATION



**Bachelor of Arts in Visual Communications**

With Emphasis in Web Design, and Graphic Arts

1998 - 2001

# SKILLS

**Brand/Creative:** Creative Direction, Brand Building, Print Design, Web Design, Graphic Design, Logo Design, Photography and Post-Production, Video Editing and Animation, Design Systems, Google Apps, Various Design, Layout, and Web Applications and Platforms

**Marketing/Analytics:** Conversion Rate Optimization (CRO), Creative Strategy, Event Branding, Webinars, Strategic Creative Development, Brand Strategy, Digital Strategy, Personas, ActiveCampaign, Hubspot CRM, Unbounce, StoryBrand Framework, Digital Asset Management

**Web/User Experience:** HubSpot Development and Design, Web Development, Front-end Coding, Usability Testing, Search Engine Optimization (SEO), User Interface, Wordpress

**Team Leadership/**

**Project Management:** Creative Process and Workflows, Mentoring and Professional Development, Agile Methodologies, Jira and Jira Service Management, Confluence, Trello

References available  
upon request



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