

SEAN McARTHUR

Design, Marketing & Management Professional



PROFESSIONAL EXPERIENCE

SLATE DIGITAL - April 2023 to March 2024

Music Production Software Developer (SaaS)

Director of Marketing

- Managed the successful launch of 8 new products in 9 months
- Rebuilt influencer marketing program
- Developed project framework for product launch programs to maximize awareness and customer engagement
- Led marketing team of 5, collaborated with global sales partners, and team members in multiple time zones

APOGEE ELECTRONICS - 2002 to 2022

Music Production Hardware Manufacturer & Software Developer

Director/VP of Marketing, Industrial Designer, Graphic Designer

- Led transition from professional boutique brand to a consumer market product featured in Apple stores
- Facilitated the move to direct-to-customer sales by building product catalog ecommerce website and implementing CRM
- Worked closely with strategic partners like Apple, Ableton Avid, and Sennheiser to grow brand and product awareness
- As industrial designer, created award-winning products recognized and respected across and beyond the industry

IAM.COM - 1999 to 2001

Talent Finder Website Startup with \$50 Million in Funding

Director of Design

- Brought website front-end design in-house from failing external agency and launched platform on schedule
- Provided design direction, managed team of 5 web producers
- Collaborated with executives and engineering team to align website with business goals and technical requirements

RECENT CONSULTING

WARM AUDIO - 2023

Industrial design

ALL SHAPES CONSTRUCTION AND DESIGN - 2023

Website redesign and rebuild - Webflow

CONGER SOLAR - 2022

Logo redesign, website redesign and rebuild - Wordpress

EDUCATION

California State University, Northridge - B.A., Graphic Design

PROFILE


Experienced design and marketing professional with over 20 years of expertise in design, marketing, team leadership, and project management. Demonstrated success in brand management, marketing strategy, campaign execution, content marketing, advertising and product design and development.


SKILLS HIGHLIGHTS


- Art/Creative Direction
- Branding & Identity
- Budget Management
- Content Marketing
- Copywriting
- Email Marketing
- Go-to-Market Strategy
- Graphic Design
- Industrial Design
- Influencer Marketing
- Marketing Management
- Photography
- Product Design
- Product Development
- Project Management
- Resource Management
- Social Media Marketing
- Team Leadership
- Web Design


See complete list on my LinkedIn

CONTACT

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