

# SEAN McARTHUR

Design, Marketing & Management Professional



## RECENT CONSULTING

### WARM AUDIO - 2024 to now

Industrial design, 3D product rendering, graphic design

### ALL SHAPES CONSTRUCTION AND DESIGN - 2023 to now

Website redesign and rebuild, photography, ongoing marketing

### CONGER SOLAR - 2022

Logo redesign, website redesign and rebuild - Wordpress

## 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

- As industrial designer, created award-winning products recognized and respected across and beyond the industry
- 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

### 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

## 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 product design and development, brand management, marketing strategy, campaign execution, content marketing and advertising.


## 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/Rendering
- Product Development
- Project Management
- Resource Management
- Social Media Marketing
- Team Leadership
- Web Design


*See complete list on my LinkedIn*

## CONTACT

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