

TODD M. CAVANAUGH

CREATIVE DIRECTOR & DIGITAL MARKETER

Innovative leader experienced in combining creativity and technical excellence in digital marketing. Strengths focus around brand development by conceptualizing and producing captivating content through films, web experiences, presentations, short-form writing, and live events in order to spread meaningful stories to millions of people.

Work featured in outlets such as **USA Today; Mashable; The Verge; Fox News; The Huffington Post; Men's Journal;** and the front pages of **YouTube, AOL, and Reddit**. Collaborated with notable leaders including *New York Times* bestselling authors and Grammy-nominated artists.

PROFILE

Location

San Francisco, CA

Phone

585.613.5778

Email

todd.m.cavanaugh@gmail.com

Website & Portfolio

toddcavanaugh.com

TECHNICAL SKILLS

- Final Cut Pro X
- PowerPoint & Apple Keynote
- Adobe Creative Cloud
- Video Production & Photography
- Google Analytics
- Google Adwords
- SEO
- WordPress
- MailChimp
- Asana

INTERESTS & HOBBIES

- Started side business earning up to \$250/hr training organizations in team collaboration
- Volunteered to help the less fortunate in Brazil, China, Kazakhstan, Israel, Mexico, and Thailand—often as a team leader
- Enjoy traveling, non-fiction reading, blogging, writing music, basketball, and fantasy football

CERTIFICATIONS

- Google Analytics IQ
- HubSpot Inbound Certified

EXPERIENCE

Creative Director

Verity Consulting, Inc. (2015 – Present)

- Acted as global communications manager for \$250 million network security carve out
- Created presentations for executives of organizations such as Juniper Networks and Bill & Melinda Gates Foundation
- Led brand marketing and advertising efforts while company revenues grew 81% to \$8.7 million

E-commerce & Product Marketing Manager

BlackBox Biometrics, Inc. (2014 – 2015)

- Forged brand identity for Linx IAS, an award-winning consumer wearable technology product
- Saved \$120,000+ in less than 6 months by bringing web, photo, and video development in-house
- Conceptualized and wireframed UI/UX design for iOS & Android app

Marketing Director

BASIC // Direct reports: 12 (2009 – 2014)

- Wrote and produced viral video for less than \$400 that generated millions of impressions and led to national media appearances
- Conceived, executed, and analyzed dozens of comprehensive marketing campaigns from start to finish using print, mail, email, radio, video, web advertising, and social media
- Organized 12 profitable, multi-day events for groups of 850+ people
- Developed and managed budgets of over \$2 million
- Administered \$10,000/month Google Adwords campaign

EDUCATION

Master of Business Administration (MBA) – 4.0 GPA

Rochester Institute of Technology (2008 – 2009)

- Won university-wide business plan competition out of 15,000+ students
- **Coursework included:** Competitive Strategy, New Venture Creation, Statistical Analysis, Product & Brand Management, Financial Analysis

Bachelor of Science (B.S.) in Business Administration – 3.9 GPA

State University of New York College at Brockport (2004 – 2007)

- Elected to chair appropriations committee managing \$1.4 million
- Tested in 97th percentile on ETS® Major Field Exam in Business out of 8,986 students