



ABOUT

J. MANNON / SR. MULTIMEDIA DESIGNER
jcmannon@gmail.com / 609.707.5303

A professional multimedia visionary with a unique combination of expertise in design, technical execution and project management. My education and creative experience provide the foundation to take a holistic and synergistic approach to conceptualizing and executing on complex creative initiatives.

RESPONSIBLE + FOCUSED + COLLABORATIVE +
AUTHENTIC + CREATIVE EXPERIENTIAL DESIGNER



LINKS



VOLUNTEERISM

BOY SCOUTS OF AMERICA
BALOO & ITOLS TRAINED LEADER


PAL (Police Athletic League)
ADOBE EDUCATOR

EDU

'18 / **UNIVERSITY OF PENNSYLVANIA**
CONTINUING EDUCATION, UX Design

'13 / **UNIVERSITY OF PENNSYLVANIA**
CONTINUING EDUCATION, Video Production

'06 / **UNIVERSITY OF THE ARTS**
CONTINUING EDUCATION, Advanced Design

'03 / **ART INSTITUTE OF PHILADELPHIA**
BACHELOR OF ARTS, Multimedia Design
 **BEST PORTFOLIO NOMINEE**


Resume

'18 - Current

TD BANK / SR. MULTIMEDIA DESIGNER & MARKETING MANAGER
Leading the overall creative portfolio's for the Office of the CEO and the Office of the CFO, with a focus on building internal and external leadership visibility to enrich the colleague and customer experience.

ACCOMPLISHMENTS:

- ◆ Conceptualized and produced "the gold star standard" of new hire orientation training courses, featured on the TD Thrive learning platform.
- ◆ Synthesized the rich media contributions of our internal and external partners, in support of executive conferences and town hall events, achieving a 9 out of 10 overall approval rating from CEO, Leo Salom on the 2022 FMC conference.

 **2022 WOW! CEO LEADERSHIP AWARD WINNER**
2022 Q4 WOW! AWARD WINNER
2021 Q4 WOW! AWARD WINNER

'15 - '18

DAVID'S BRIDAL / SR. DESIGNER & MULTIMEDIA MANAGER
Harmonized the overall aesthetic of internal and external facing integrated campaigns through the development of experiential creative content.

ACCOMPLISHMENTS:

- ◆ Lead designer of weekly product knowledge and management training programs; resulting in improved team satisfaction and revenue growth.
- Bridal Units Sold +16% Comp & Accessory Units Sold +19% Comp
- ◆ Contributed to internal and external facing social media campaigns; improving the overall customer experience and boosting social reputation across Yammer, Facebook, Instagram and the DB Blog.
- 175K New Customer Reviews & 100K Rated Experience As 5-Stars
- ◆ Led the design of print and multimedia materials, in support of over 165 corporate meetings, events and executive leadership video broadcasts.

 **NOTABLE PROJECT: SHINE MAGAZINE**

'13 - '15

PREMIER MEDICAL / SR. MULTIMEDIA DESIGNER
Implemented the collective strategies behind marketing OTC products and creative execution of successful advertising campaigns.

'04 - '12

TELVUE VIRTUAL TV / MULTIMEDIA DESIGNER

Instrumental in the development of rich media content for thousands of broadcast channels, in addition to the branding and promotion of Telvue products and digital solutions.

 **TELLY AWARD WINNER**

'02 - '04

SUBARU OF AMERICA / GRAPHIC DESIGNER

Advertising campaign contributor, specializing in designing digital promotions and large format print graphics.

'01 - '02

LEVELANE ADVERTISING / GRAPHIC DESIGN INTERN

Advertising campaign contributor, specializing in responsive media, graphic design and on-air talent selection.