

John R. Richards

Marketing Specialist (Content Creator)

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- Leader with 15+ years of success in generating interest, positioning companies at the head of competitive markets, and driving revenue growth through the creation of engaging content successfully communicating value across multiple corporate sectors.
- Highly skilled in leveraging graphic design, video production, photography, and internal/external communications to communicate core messaging while aligning with market trends.
- Fine-tuned interpersonal and communication skills critical for utilizing cross-functional collaboration in creative environments and aligning content and messaging with brand requirements.

Core Expertise

Graphic Design | Brand Identity Development | Team Leadership | Vendor Management | Project Management
Marketing Strategies | Content Creation | SEO | Video Production & Video Editing | Content Planning | Analytics
Demand Generation | Social Media | Visual Storytelling & Brand Consistency | Multi-Channel Campaign Design

Professional Experience

Pavion, Norwell, MA

2020-2025

Marketing Specialist (Multimedia and Social)

Created marketing content including graphics, videos, social media assets, one-pagers, product sheets, presentations, and email campaigns. Delivered engaging website and social content aligned with marketing strategies, optimizing user experience, SEO, and brand identity consistency. Managed and scheduled social media posts, improved engagement through data-driven content adjustments, and measured performance across channels using HubSpot, Google Analytics, social platform insights, and CRM tools.

- Equipped a junior designer with the mentorship needed to successfully improve delivery timelines, enhance stakeholder communication, and build confidence in presenting creative solutions.
- Reduced inquiries for finding documents by 25% following a cultural shift of “pulling” data from “pushing” data (self-service model) following the transition of an obscure, legacy intranet to the landing page, the scope of which included building department pages (banners, buttons, doc libraries, and verbiage).
- Increased page activity 18% with a 2% increase in lead capture intake form intake by identifying where potential customers entered and left the site (using Hotjar, Google Analytics, and HubSpot), updating verbiage for targeting verticals, moving CTAs higher on the page, and using more targeted language and SEO keywords.

Vistaprint, Waltham, MA

2019-2020

Senior Internal Communications Designer

Transformed core messaging into reports, newsletters, presentations, videos, and event collateral as the creator of new content for executive communications. Delivered impactful content for internal distribution as videographer, animator, and editor for CEO, CFO, and senior leadership communications. Ensured consistent messaging and engaging storytelling across internal channels in collaboration with cross-functional teams.

- Improved open rates 3% with a 5% increase in click rate in the weekly newsletter as the creator of a new, fresh layout for an internal newsletter and quarterly report.
- Introduced regularly released Monthly Town Halls while developing a brand/template for future videos by collaborating with Senior Leadership to fulfill a high demand for video by developing cadence, voice, and messaging, assembling production notes, performing day of video shoot and post-production work, and reviewed footage with leaders

Graphic Designer

Developed branded assets across print and digital media, contributing to cohesive corporate identity and improved brand visibility for senior management and employee communications.

- Developed an experimental marketing campaign, increasing donations for a clothes drive 15% in one quarter.
- Prevented confidential paperwork being left at printers, IDD in emails, and phishing clicks by partnering with SMEs to design, develop, and deploy gamification for risk awareness with multiple resources and games, increased risk awareness page visits by 1.5K+ in the first month.
- Earned an award and cash prize for outstanding work in developing engaging training materials for the division regarding Risk Awareness.
- Selected by the sponsor of the Employee Management Council (ERG) to support events for employees for engagement and culture and earned recognition and an award for contributions.

Education

Associate of Science in Graphic Design'

Bunker Hill Community College

Technologies

Photoshop | Illustrator | InDesign | Premiere Pro | After Effects | Express | Firefly | Asana | WordPress | HubSpot | Google Analytics 4 | HTML/CSS | SharePoint 360