



# Richard Hackman



## Creative Content Producer

15+ years experience of storytelling for businesses and entrepreneurs with extensive work in Marketing, Branding, and Advertising. My career spans industries including education, technology, music & entertainment, fashion, insurance, and architecture, while specializing in creating and managing teams and productions for podcasting, videos, photography, and design.

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📍 Remote

## Areas of Expertise

● Leadership ● Creative ● Technology

Creative Direction

Content Marketing

Storytelling

Public Speaking

Project Management

Video Production

Podcast Production

Photography

Graphic Design

Social Media

Adobe Creative Cloud

Web Dev | HTML/CSS

Content Management

Email Campaigns

Mac/PC Fluent

## Professional Experience

**Fisher Dachs Associates | Marketing Director** | New York + Remote | 2018 - Present

Hired as the first and only marketer to construct and implement 5-year marketing strategy including:

- Rebranding and storytelling campaign to reassert authority in Architecture, Engineering & Construction space
- Original content creation development timeline to build audience and boost engagement, prospects & leads
- Development of new media, website, and social presence establishing FDA's thought-leadership & education
- Spokesperson and liaison at conferences and trade events (virtually & in-person)
- Streamlining business development (i.e., crafting proposals and qualifications) leveraging new technologies

**The Bored Brand | Founder & Creative Director** ([theboredbrand.com](http://theboredbrand.com)) | Remote | 2018 - 2022

Established creative marketing agency catering to small business owners and entrepreneurs:

- 30+ client base spanning 3 continents, including internationally featured and published projects in photography, podcast with global listenership, and publicly-screened short-film in New York City
- Oversee collaborative workflows of clients, hosts, editors, designers, developers, and social media staff

**New York Life | Art Director & Lead Designer** | New York | 2015 - 2018

Promoted twice in 3 years, managed in-house design staff, design agency partners, and production vendors:

- Saved \$30,000+ in agency/consulting fees and production costs by developing in-house creation capabilities
- Facilitated rollout of 2017 national rebranding campaign "Be Good At Life" across all marketing and sales materials
- Built Operations team's first-ever diverse digital marketing ecosystem of applications, electronic publications, email marketing campaigns, and rich advertising
- Improved project management workflows. Redeveloped the information architecture of digital asset management platform, and built in requirements for corporate and legal compliance

**Russel Tobin | Digital Design Consultant** | New York + Remote | 2013 - 2014

Upon immigrating back to the US after working as a creative consultant in Ghana, notable companies hired me to launch major initiatives:

- **Warner Music Group** — Led redesign of 3 B2B online service platforms including two retail sites and intranet. Awarded additional contract to redesign the Communication team's email marketing campaigns
- **Young & Rubicam** — Designed and developed multimedia advertising & storytelling campaigns for big-name clients including Coca-Cola, CapitalOne, Chevron, Cetaphil, and Crystal Cruises utilizing TV spots, animated web videos, and branded microsites. Facilitated digital Ad-buys ensuring ad placements, platforms, and time slots

## Education

**Albright College** | B.A Communications & Digital Media | 2004-2008