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SUMMARY

Creative Professional | Brand & Marketing Strategist | Digital & Print Design Expert

Results-driven creative professional with experience elevating brands through great design, strategic marketing, and engaging storytelling. Extensive hands-on experience in digital and print design, building brands, and creating campaigns that boost brand visibility and drive sales. Experience managing product launches and marketing efforts for both B2B and B2C audiences. A background in start-up environments, thriving in fast-paced, entrepreneurial settings that call for creative problem-solving, flexibility, and strategic focus.

EXPERIENCE

Senior Creative Lead – Independent Contractor (Remote)

Kimo Inc • Contract • Huntington Beach, CA • Feb 2024 – Present

Portfolio management company specializing in premium beverage and spirits brands.

- Develop innovative creative strategies to enhance brand awareness and audience engagement.
- Design advertising campaigns that drive significant increases in brand recognition.
- Monitor industry trends to ensure creative assets remain fresh and relevant.

Senior Brand & Creative Consultant – Independent Contractor (Remote)

Set Jet • Contract • Scottsdale, AZ • Nov 2022 – Feb 2024

Membership-based private jet charter service delivering a true luxury experience.

- Designed marketing and branding strategies that strengthened the company's presence.
- Led advertising initiatives that increased brand visibility and customer engagement.
- Ensured creative materials aligned with current industry trends and audience preferences.

Director of Creative (Remote)

WRAP • Full-time • Tempe, AZ • Jan 2021 – Oct 2022

Global leader in public safety technology (Nasdaq: WRAP).

Provided the creative team with guidance, concepts, and strategies to drive new campaigns and marketing content for growth. Focused on brand positioning, creative strategy, and content strategy within a fast-growing global B2B brand.

- Directed the creative team, establishing visual design standards across all marketing channels.
- Led brand repositioning efforts, working closely with brand agency to refine messaging and aesthetics.
- Launched marketing campaigns that successfully translated business objectives into compelling creative strategies.

Creative & Marketing Manager

Blade-Tech Industries • Full-time • Streetsboro, OH • Mar 2019 – Dec 2020

Global manufacturer of carry gear for military, law enforcement, and civilian markets.

Responsible for elevating the quality and creativity of marketing materials across all channels to drive brand awareness and engagement for e-commerce websites, retail stores, social platforms, email marketing, packaging, and product cards.

- Developed brand messaging, marketing materials, and promotional strategies.
- Led creative direction for packaging, sales collateral, and digital marketing initiatives.
- Built, launched, and maintained the Shopify Plus e-commerce store through custom liquid programming (Shopify Liquid, HTML5, CSS3, and JavaScript). Developed custom solutions implementing and debugging third-party apps.

Creative & Marketing Freelancer

[Creative Freelance Consultant](#) • Freelance • Scottsdale, AZ – Cleveland, OH • Jan 2016 – Present

Provided clients with creative solutions, design services, and a little pixel magic. Supplied marketing services and deliverables across various platforms in digital, motion graphics, UI/UX responsive design, custom coding, and print.

- Provided end-to-end creative services, including digital design, motion graphics, UI/UX, custom coding, and print.
- Partnered with clients to develop marketing strategies and high-impact visual assets.
- Delivered innovative design solutions tailored to brand identity and audience engagement.

Corporate Marketing Director

[Land Advisors Organization](#) • Full-time • Scottsdale, AZ • Jan 2015 – Jan 2016

Largest U.S. brokerage firm focused exclusively on land sales.

Oversaw a small marketing team to execute marketing initiatives across event coordination, branding, public relations, and business development—managed marketing activities for 22 offices across the U.S.

- Led a small marketing team responsible for branding, PR, and business development across 22 offices.
- Managed digital marketing, advertising, and corporate messaging initiatives.
- Oversaw social media strategy and external communications to strengthen brand positioning.

Creative Director

[Axon](#) (formerly TASER) • Full-time • Scottsdale, AZ • Jul 2002 – Jan 2015

Technology leader in global public safety with a suite of hardware devices and cloud software solutions (Nasdaq: AXON).

Hired as the first member of the creative team to support the company's growth from a start-up organization to an industry leader. Managed an in-house agency for print and digital marketing, while supporting customers, investors, and colleagues.

- Spearheaded product launch campaigns, generating \$165M in revenue in 2014.
- Managed an in-house creative team producing print, digital, video, and motion graphics content.
- Developed marketing assets, websites, and branding guidelines to support Axon's global expansion.

PATENTS

Three-Cartridge Electronic Control Device

[Issued Jan 4, 2011](#), • [us D630,290](#)

Assigned to TASER International, Inc.

Registered Trademark

[Issued Mar 9, 2009](#) • [us 4,517,938](#)

TASER International, Inc. mark consists of an image of a stylized lightning bolt within a circle.

EDUCATION

Bowling Green State University

[Bachelor of Science \(BS\), Visual Communications Technology](#)

Bowling Green, OH