

# GRANT GARRISON

Digital Marketing Manager | Creative Strategist | Technical Lead

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## PROFESSIONAL SUMMARY

**Strategic Digital Marketing Manager & Creative Director** Innovative marketing leader with a unique dual background in **technical web development** and **high-end content production**. Leveraging over 30 years of experience—from Hollywood film sets to corporate Enterprise environments—to drive brand visibility and revenue. Proven track record in B2B marketing strategy, video production, and SEO-driven web management. Expert in bridging the gap between creative vision and technical execution to launch campaigns that rank #1 on Google and close 5-figure deals.

## CORE COMPETENCIES

- **Marketing Strategy:** B2B Lead Generation, SEO/SEM, Content Strategy, Sales Enablement, Brand Development.
- **Creative Production:** Video Production & Editing (Adobe Premiere/After Effects), Graphic Design, Copywriting.
- **Technical Execution:** Website Management (WordPress/CMS), HTML/CSS, QA Testing, UI/UX Design, Analytics.

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## PROFESSIONAL EXPERIENCE

**SKYLINE PRODUCTS, INC. (PRICEADVANTAGE) Digital Marketing Manager** | COS, CO | *April 2025 – January 2026*  
Reported to the Director of Sales and Product Management. Recruited to lead digital strategy for the Gas Price and Traffic Divisions.

- **Revenue Impact:** Directly contributed to closing a **\$65,000 contract** with a major client by rapidly creating custom visualization assets that overcame buyer hesitation and secured the deal.
- **SEO Dominance:** Orchestrated a complete SEO turnaround, propelling "Event" landing pages from **unranked to the #1 position on Google Page 1** and achieving a #3 ranking for the main corporate domain.
- **Web Strategy:** Directed the overhaul of two corporate websites (Skyline Products & PriceAdvantage), optimizing UX/UI and modernizing the digital footprint for both hardware and SaaS product lines.
- **Brand Growth:** Designed and launched a new suite of marketing collateral that refreshed the corporate brand identity, resulting in a measurable increase in inbound interest and lead generation.

**GRANT GARRISON LTD Owner / Principal Marketing Consultant** | Colorado, USA | *June 2015 – Present*  
*A boutique digital consultancy providing full-stack marketing, video production, and technical solutions.*

- **Integrated Marketing:** Provide "Fractional CMO" services, combining high-level strategy with hands-on execution of video assets, graphic design, and web development.
- **Technical Support:** Serve as the technical lead for client web platforms, managing troubleshooting, bug reporting, and User Acceptance Testing (UAT) to ensure 99.9% uptime.

- **Event Operations:** Managed logistics and crew operations for large-scale events, overseeing installation and setup for hundreds of productions across the US.

**BOULDER COUNTY** | Boulder, CO **Website Administrator** | *March 2017 – April 2017*

- **Migration Leadership:** Led the complex migration of hundreds of web pages from SharePoint to WordPress, ensuring zero data loss and minimal disruption to users.
- **Quality Assurance:** Conducted thorough QC checks and implemented UI/UX best practices to enhance accessibility and user engagement for government digital assets.

**LFP BROADCASTING** | Boulder, CO **Conforming Editor / Digital Asset Manager** | *Sept 2014 – June 2016*

- **Post-Production:** Performed high-volume conforming editing tasks, ensuring seamless visual continuity and adherence to strict broadcast standards.
- **Asset Management:** Maintained a comprehensive database for digital assets, facilitating rapid access for production teams and ensuring efficient workflow management.

**FRONT RANGE MEDIA** | Fort Collins, CO **Video Production & Editing Lead** | *Nov 2005 – Aug 2014*

- **Content Creation:** Produced and edited commercial video content for diverse clients, including television broadcasts and promotional spots.
- **Motion Graphics:** Utilized Adobe Creative Suite to create broadcast-quality titles, graphics, and animations to elevate client branding.

*(Additional experience in Software QA at Shasta QA and Film/TV Production available upon request)*

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## **EDUCATION & CERTIFICATIONS**

**The Golden State School of Motion Picture and Television Production** | Northridge, CA

- **BA:** Motion Picture and Television Production

**Certifications & Proficiencies:**

- **Certificates:** Video Production, Directing, Producing, Film Editing, Cinematography.
- **Technical:** Certified Conforming Editor, QA White Box/Black Box Testing.
- **Software:** Adobe Creative Cloud (Expert), Microsoft Office, WordPress, Joomla, SEO Analytics Tools.