

GRANT GARRISON

Colorado Springs, CO | 719-922-1640 | email@grantgarrisonltd.com | www.grantgarrisonltd.com

PROFESSIONAL SUMMARY

Results-driven Digital Marketing Manager and Creative Strategist based in Colorado Springs with over 30 years of veteran experience bridging strategy and high-fidelity content execution. Proven track record in copywriting, multi-channel campaign execution, and identity and brand development. Adept at translating creative briefs into conversion-focused copy for landing pages, digital platforms, and enterprise corporate websites. Highly capable of independent execution to drive revenue growth through tailored, high-fidelity marketing assets and comprehensive brand transformations.

CORE COMPETENCIES

- **AI Management and Training:** QA/QC, Prompts, Rubrics, Annotation, Audio/Video/Text/Images/Robotics
- **B2C, B2B Marketing & Copywriting:** Technical Copywriting & Illustration, Advertising, and Social Media Content.
- **Brand Transformation:** Identity and Brand Development, ensuring messaging consistency across touchpoints.
- **Campaign Execution:** Multi-Channel Campaign Execution, landing pages, and email marketing.
- **Digital Platforms:** Full-Stack Enterprise Web Architecture (CMS/WordPress) and Digital Asset Management.
- **Creative Media:** Graphics, Film, Video, Audio, Animation, 3D, VR, AR, Editing, Sound Design, F/x
- **SEO & Analytics:** Advanced SEO/SEM strategy, Data & Traffic Analytics, and dominating Google search rankings.

PROFESSIONAL EXPERIENCE

Handshake AI | AI Training Manager M1 Feb 2026 - Current | remote Colorado Springs, CO

- Advanced Prompting and Annotation
- Detailed Rubric Creation
- Advanced AI Audio, Video, Image Production
- Advanced AI Audio, Video, Image Training Model Development

Micro1 | AI Quality Control July 2026 – Current | remote Colorado Springs, CO

- AI Video and Robotics QA
- Detailed Annotation and Reporting
- Task Review and Quality Control

SKYLINE PRODUCTS, INC. & PRICEADVANTAGE | Digital Marketing Manager Apr 2025 - Jan 2026 | Colorado Springs, CO

- Designed and launched a new suite of marketing that refreshed the corporate brand identity.
- Created measurable increases in interest and lead generation through targeted messaging and updated brand assets.
- Directly contributed to closing a significant contract with a major client by rapidly creating custom visualization assets that overcame buyer hesitation.
- Directed the full-stack overhaul of two enterprise corporate websites (Skyline Products & PriceAdvantage).
- Modernized the digital footprint and messaging for both hardware and SaaS product lines.
- Orchestrated a complete SEO turnaround for Event landing pages and Home Pages.
- Propelled landing pages from unranked to the #1 position on Google Page 1, multiple top 10 rankings for main domains.

GRANT GARRISON LTD | Owner / Principal Marketing Consultant Jun 2015 - Present

- Operate a digital consultancy providing full-stack Marketing, Audio/Video Production, and Technical Solutions.
- Execute comprehensive Creative Services including Copy, Advertising, Multimedia, and Social Media Content.
- Provide Technical Writing & Illustration to support complex enterprise campaigns.
- Combine high-level strategy with hands-on art direction for integrated marketing and SEO/SEM campaigns.
- Manage comprehensive Social Media Platform Management and digital asset creation.

BOULDER COUNTY | Website Administrator Feb 2017 - July 2017 | Colorado Springs, CO

- Led the complex migration of hundreds of web pages from SharePoint to WordPress.
- Ensured zero data loss and minimal disruption to users during digital platform transitions.
- Conducted thorough QC checks and implemented UI/UX best practices to enhance user engagement and accessibility.

LFP BROADCASTING | Conforming Editor Sep 2014 - Jun 2016 | Boulder, CO

- Maintained a comprehensive database for digital assets, facilitating rapid access for production teams.
- Ensured efficient workflow management and strict adherence to broadcast standards.

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

- Produced and edited commercial video content and promotional spots for diverse clients.
- Created broadcast-quality titles, graphics, and animations to elevate client branding.

EDUCATION & CERTIFICATIONS

- **Micro1 AI Certification**
- **Certified Conforming Editor**
- **BA - Motion Picture and Television Production and Broadcast** - The Film Group Institute | 1989-1992 | Canoga Park, CA
- **Certifications:** Film/Television/Video Production, Directing, Producing, Editing, Cameras, Lighting, Special F/x, Art Dept.
- **Software QA:** White Box and Black Box Testing
- **Technical Proficiencies:** CMS, CRM, WordPress, HubSpot, Adobe CC, HTML, JavaScript, Server Admin

PROFESSIONAL REFERENCES

- Amber Ani, Content Manager: LetsTrade - (415) 342-9700 - amber.ani@letstrade.us
- Cara Brubaker, HR Supervisor: Skyline Products Inc. – (719) 392-0293, (719) 392-3839
- Frank DiSalvo - Client: Entertainment – (760) 668-2901 - frank@frankdisalvo.com
- Gibson Elliot - Client/Employer: American Mechatronics Corporation – (510) 292-0239 – gibsonelliott@yahoo.com
- Douglas “Bodhi Crane” – Client/Associate – Banyan Computing – (916) 613-5626
- Doug Murphy – Employer - Sweet Jean Media – (303) 709-9962 - sweetjeanmedia@gmail.com
- Dustin Chitty – Employer – Jax Boi Productions – (715) 416-0073 - jaxboiproductions@gmail.com

EMPLOYERS AND CLIENTS INCLUDE:

- Handshake AI
- Micro1
- LetsTrade
- Samsung
- Nortel Networks
- Honeywell Airfield Systems
- Johnson Controls
- The Monroe Institute
- ABC, NBC, CBS - News
- KRCC, KHSL, RCAC – TV and News
- Warner Bros.
- Silver Pictures
- Full Moon Entertainment