

STEVEN RANKIN II

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MARCOM

Content Development
Project Management
Creative Strategy
Brand Leader
Product Marketing

DESIGN

Motion Graphics
Infographics
Presentations
Apparel Graphics
Event Collateral

Video Production
UIUX
Social Media
Interaction
Typography

ART

Silk Screening
Offset Printing
Illustration
Photography
Painting
Graffiti



2018

2017

2016

2015

2014

2013



Present ← 4/2018

PROGRAM MANAGER (Contractor)

Within Google Technical services division, I lead a "Rich Media" initiative that influenced the approval 2019 OKRs. The objective of this project was to improve the helpfulness of Google Ads' Help Center through the lens of diverse content formats. I collaborated cross-functionally—including product, marketing, UX teams, and vendors—to strategize, scope, and execute rich media within our external help content. The immediate outcome of this project included a series of rich media pilot projects, an UX study, rich media recommendations, a proposal for additional resources, and plans for executing content at scale.

RESPONSIBILITIES

- Understand rich media content needs from an advertiser's perspective, and then strategize a plan to reach them via support centers.
- Coordinate design resources, internal colleagues and external agencies multimedia production. Lead teams through ideation, creation, and launch.
- Communicate with product, marketing, UX, support, and leadership to develop an aesthetic and brand that reflects Google's core values and ideals.
- Establish guidelines and best-practices to maintain consistent design adherence to Google's brand. Deliver company-wide trainings on content design and use of multimedia assets in help content.
- Align multimedia and content strategy to ensure team goals are met. Implement methodologies for asset production, including efficiency and communication.



4/2018 ← pp11/2016

GO TO MARKET LEAD (Contractor)

During my tenure I worked under two teams within Google Marketing Solutions; they are responsible for creating performance and brand solutions for small and medium businesses. Under both teams, I worked on the same Go To Market team that focused on deploying performance product solution strategy and initiatives. I was primarily responsible for developing content and creating branded sales collateral at scale. This process included: identifying opportunities through data analysis, building consensus with stakeholders, cross-functional program management, and then creating GMS-centric product and solution narratives to enable sales teams to win.

RESPONSIBILITIES

- Activate sales enablement resources, drive distribution processes, and measure reach and impact.
- Curate go-to-market materials, including narratives and polished sales collateral for global sales teams' use.
- Manage internal designers workload (and creative agency workloads to scale production capacity).
- Conduct collateral needs analysis across sales organization to provide creative solutions and sales strategy that convey compelling product stories.
- Work cross-functionally with other teams and stakeholders, fostering partnerships with product, marketing, and sales leaders.



7/2014 – 11/2016

SENIOR GRAPHIC DESIGNER

Operated closely under the direction of Senior Creative Director, I developed multi-channel content that helped drive company-wide initiatives. Key contributor within the marketing production cycle: ideation, content creation, design development, production, and delivery. Produced pixel perfect assets for print, digital and tactile experiences.

RESPONSIBILITIES

- Visual Design
- Vendor Liaison & Coordination
- Content Creation
- Design Project Management
- Multi-Channel Design
- Video Production
- Brand Management

CUSTOM PIÑATAS



For clients large and small, I execute creative services via Custom Piñatas, LLC. The name pays respect to my Mexican heritage while also hinting at my design malleability. I have acquired many skills throughout my career and can design anything within print, motion, or digital media. Yes, I can even create custom piñatas, for the right price.

SOME CLIENTS

