

DARBY HARMON

📞 918-361-2629

✉️ darby.n.harmon@gmail.com

🏠 Hudson, NY 12534

🌐 www.DarbyHarmon.com

CREATIVE STRATEGIST & OPERATIONS LEADER

Creative strategist and operations leader specializing in design, marketing strategy, & video content creation. Adept at establishing SOPs to boost communication efficiency and team productivity, while delivering impactful content, events, and brand experiences that drive growth. Highly adaptable in capturing brand aesthetics across formats, from digital media to interior and event curation.

EXPERIENCE



Creative Director & Content Manager

2023 – Present

Phil M Jones, Intl.

- Own end-to-end creative execution for digital campaigns and events: develop concept and strategy, produce original content (photography, videography), then edit and design final assets — reels, video clips, graphics, and carousels.
- Manage and direct a cross-platform social media team, growing the YouTube channel to 80,000+ subscribers with individual videos reaching over 2 million views.
- Coordinate guest experience at the Hudson satellite office, including scheduling, hospitality, and concierge-level support for high-profile visitors.
- Plan and execute company events, handling entertainment booking, catering, and overall guest experience design.
- Design and implement interior concepts for satellite offices to align with brand vision and elevate the client and guest experience.

Marketing Operations

2025–Present

Big Human – Contract Work

- Designed presentation-ready slide decks for to support internal and client-facing presentations.
- Owned end-to-end client gifting program, from concept and packaging design through vendor sourcing, assembly, and fulfillment.
- Reduced shipping & fulfillment expenses by 66% by redesigning carrier strategy, implementing commercial-rate shipping workflows, and optimizing dimensional packaging.
- Compiled daily, weekly, monthly, and quarterly reports on new, incoming, and overdue tasks to improve team visibility, prioritization, and time management.
- Managed complex, high-volume calendars across the marketing team and coordinated scheduling with directors across multiple departments.

Interior & Experience Design Project Manager

2025

Exactly What To Say – Contract Work

- Designed a 5,500 sq. ft., two-story office within a historic 19th-century factory, delivering a brand-aligned, understated, and elegant workspace on a \$75K budget in 2.5 months.
- Designed and programmed a high-end film studio, conference area, five private offices, three boardroom spaces, and a full kitchen.
- Collaborated with an acoustic engineer to integrate custom felt panels for optimized sound control.
- Directed contractors to ensure cohesive design execution and quality craftsmanship.

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CREATIVE STRATEGIST & OPERATIONS LEADER

EXPERIENCE



Freelance Graphic Design & Marketing Strategist

2020-2025

Self Employed

- Created dynamic, interactive websites for clients across multiple industries (medical offices, aesthetic services, liquor distribution, recruitment, artists).
- Developed comprehensive and engaging brand identities, marketing strategies, and ad campaigns for a variety of clients.
- Designed for print, projects including beer labels, book interior and covers, merchandise.

Marketing Manager & Administrative Support

2022-2024

Boon Holland

- Created a dynamic website with an easy-to-edit catalog of available job listings.
- Designed marketing materials for digital and print to support new business development.
- Increased LinkedIn followers by 400%.
- Managed a high-volume calendar and scheduling across multiple time zones.

Executive Assistant & Social Media Manager

2021-2022

Elite Wedding Planning

- Managed a complex calendar for meetings, vendor consultations, and events.
- Increased social media engagement from 2% to 9%.
- Anticipated challenges, resolved issues proactively, and ensured flawless event execution.

Virtual Event Manager & Marketing Coordinator

2020 - 2021

Cyber Collective

- Produced & managed virtual events to generate income for performers impacted by COVID-19.
- Coordinated and managed Zoom events with 150+ attendees.
- Maintained detailed spreadsheets and production notes in collaboration with featured artists.

EDUCATION



New York University

2011-2015

Bachelor of Fine Arts

SOFTWARE & TOOLS



- | | | |
|------------|-------------|-----------|
| • Affinity | • Adobe | • Notion |
| • Canva | • InDesign | • Asana |
| • CapCut | • Figma | • Youtube |
| • G-Suite | • VidIQ AI | • Studio |
| • Meta | • Claude | • GA4 |
| • Business | • MailChimp | |

SKILLS



- Creative Direction & Branding Strategy
- Graphic Design (Print, Digital, Branding)
- Social Media Strategy & Audience Growth
- Marketing Campaigns & Ad Design
- Video Content Creation & Editing
- Interior Design Concepts for Workspaces
- Project Management & Scheduling
- AI Tools for Content & Workflow
- Guest Experience & Client Relations
- Event Planning & Coordination