

# Adam B. Cannon

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## WORK EXPERIENCE

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### A.B Cannon Restoration/Immersive Sequence

01/2019 – Present

Founder & Artist | [abcannon.com/portfolio](http://abcannon.com/portfolio)

Bloomington, IL

- My brand provides transformative media revitalization and production services for institutions and families. I marry my extensive creative tech experience with a passion for storytelling to bring life to traditional media.
- Creation of viral media viewed over 75,000,000 times receiving 1,000,000+ likes across social media. Featured in BuzzFeed's "Things I learned this Week," PetaPixel, and more.
- Clients include Smithsonian, Library of Congress, NASA, Discovery Channel, BBC, and LIFE
- Development of groundbreaking historical imagery presentation and animation techniques

### A.B. Cannon

09/2017 – Present

Founder | [abcannon.com/portfolio](http://abcannon.com/portfolio)

Bloomington, IL

- I provide creative design, art direction, strategy consulting, and marketing solutions for budding and established businesses. My multidisciplinary skill set enables work from concept to creation of compelling media and personally utilizing it to create powerful interactions and conversions.
  - Development and implementation of marketing strategies with expertise in SEO, Facebook, LinkedIn, Reddit, Google, and Instagram marketing management tools (\$50,000+ monthly budgets)
  - Web design, UI/UX wireframing, 3D modeling, video production, music composition

### YWCA McLean County

04/2021 – 5/2022

Marketing Director | [ywcamclean.org](http://ywcamclean.org)

Bloomington, IL

- I led marketing efforts for one of the most impactful nonprofits in Illinois, which employs over 150 individuals who provide critical community services every day.
- Planning and execution of marketing and development projects with monthly budgets of \$30,000+.
- Procurement and management of non-profit grants with funds totaling \$80,000+ within first year of employment
- 400+ attendee event creation and endorsement with original branding, registration forms, video production, resulting in \$20,000+ in donations
- Comprehensive website overhaul within the first 5 months of employment, totaling 60+ pages of full aesthetic and functionality modernization.

### M&M Lamborghini

12/2016 – 01/2018

Social & Video Marketing | [makesmodels.com](http://makesmodels.com)

Salt Lake City, UT

- Digital presence management for the premier Lamborghini/Porsche center in the US Mountain Region
- Creation of camera rigs from scratch to provide multi-camera, interactive live streams.
- Procurement of influencer collaboration (5,000,000 followers+)

## EDUCATION & AWARDS

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### Ensign College

2015-2017

Applied Science in Social Media Marketing

Salt Lake City, UT

- Completion, 55 credits., Digital Communication and Media/Multimedia,

**Awards:** BSA Eagle Scout, USMC Exceptional Volunteer Service Award, Most Tech Savvy Award (Ensign College)

## SKILLS, INTERESTS

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- **Skills:** Mastery in Photoshop, Premiere, After Effects; 3D modeling; UX/UI; Holistic Marketing; Storytelling
- **Interests:** History; Art; Photography; Documentaries; Futurology; Traveling; Swimming; Cars; Seinfeld;