

Marshall C. McKinney

e.marshallmckinney@mac.com / c.505-570-1827 / s.@sleepydownsouth

“Hello.”

I like to craft the big idea, package it and sell it. I like connecting with energetic folks who want to do the same.

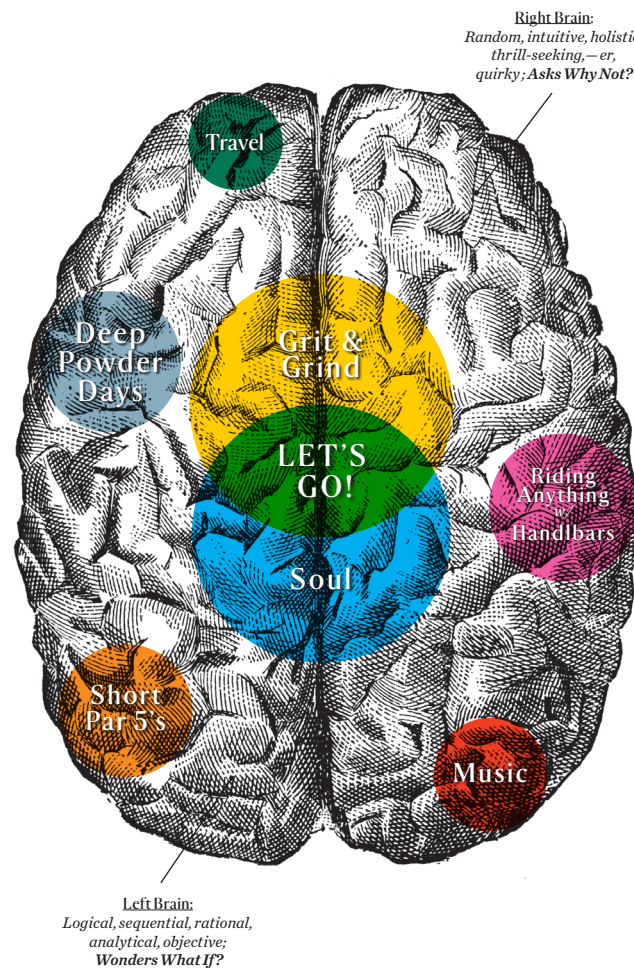
A proven brand-builder I approach content with an editor's eye for detail, storytelling and consistency. But mostly I enjoy penetrating that magical nexus where art and commerce collide. Discovering what's working and why and how it affects that SEE-ME-PICK-ME-BUY-ME reaction in audiences. I've participated in the prototyping, development and launch of many a national brand amassing experiences across a wide range of categories including SPORTS, STYLE, TRAVEL, CULTURE, FOOD *and more*. From publication design to innovative solutions for the i-Pad, phone and web to corporate branding and identity to retail curation and marketing strategy I build teams that do it all. Still want more? Let's chat. Or, come walk the garden with me. I make a stellar negroni.

LET'S BREAK IT DOWN:

Business

LEADERSHIP

- Profit driven mindset
- Always selling (the big idea), all ways
- Connecting people; routinely bring in revenue generating leads to the sales department
- Manage creative solutions and product design strategy across multiple platforms including print, digital, social and beyond
- Build bad ass teams
- Supervise department staff and freelance production artists, illustrators, photographers and video crews
- Set and monitor budgets
- Create and maintain style guides across the entire mediascape
- Develop creative strategies that allow for malleability in periods of growth while still adhering to disciplined design standards
- Evaluate market potential for start-ups
- Develop strategies to strengthen client business plans
- Ideate, build, design advertising/marketing campaigns from the ground up
- Inspire confidence, invoke consensus
- Have access to a stable of world-class creatives and problem solvers
- Ever tinkering with tomorrows tech, today
- (Re)designed six national magazines
- Participating in rapid prototyping projects with Time, Inc.



Invention

DESIGN THINKING

- Shaped an analog media, alongside a stellar team, from an idea to a national magazine brand with a guaranteed paid circulation base over 575,000 all the while evolving it into an award-winning multimedia juggernaut
- Responsible for projects, concept-to-finish, in editorial, marketing and advertising arenas
- Adept at managing several large projects simultaneously
- Committed to rendering design strategies at a high-taste level
- Dreaming up and establishing best practices
- Scout locations, supervise and style photo shoots
- Deep understanding of typography
- Inspire fellow creatives to dream, BIG
- Created a magazine from scratch called *Larder* for Roland Foods, a 106 year old international foods brand alongside a scrappy marketing and editorial team I helped build
- Recently parachuted in to help rebrand *Golfer's Journal* across all media channels from print to truck wrap
- Applying the modern magazine toolkit from design to journalistic sleuthing I help organizations and brands flush out and tell *their* story

THE BOTTOM LINE:

I create powerful audience experiences for top of class brands and media companies through compelling multichannel storytelling and creative strategies. I can partner with or serve as creative leadership. A naturally curious and engaged leader with decades of experience across categories and mediascapes, I build and develop teams that have fun while doing stellar innovative work.

EMPLOYMENT HISTORY

04.00 - Present
Creative Director
Garden & Gun,
Charleston, SC

01.07 - 04.00
Founding Art Director
Outside's GO,
Santa Fe, NM

04.06 - 01.07
Hed&Dek Studio
Boulder, CO

01.05 - 04.06
Art Director
Hooked on the Outdoors,
Boulder, CO

09.03 - 01.05
Art Director
Rock and Ice and
Trail Runner,
Carbondale, CO

06.01 - 03.03
Designer
Outside Magazine,
Santa Fe, NM

08.99 - 05.01
Editorial Director
Magazine Consulting and
Research, Inc.
Oxford, MS

09.97 - 07.98
Assistant Editor
Great River Publishing
Company, Inc.,
Germantown, TN

EDUCATION

MA, Journalism:
University of Mississippi,
2000

BA, English:
University of Memphis,
1996

AWARDS

*SPD, Brand of the Year
Nomination, 2024
(Garden&Gun)

Society of Publication Designers,
Brand of the Year Winner, 2017

*ASME Winner, General Excellence,
2011, 2014 (Style & Design Category
& Lifestyle Category)

ASME Finalist for Best Magazine
Ap, 2013, 2014

ASME Finalist for Cover of the Year,
2009, 2010, 2011, 2012, 2014
and more...

ASME finalist, Best Section for
Talk of the South, 2016

M.I.N. 30 Honoree
(The top 30 magazines launched in
the past 30 years)

M.I.N Hall of Fame,
Art Director, 2013

Folio 100, Ones to Watch, 2013

Co-chair SPD Awards
Pub 48, NYC, 2013

ASME Winner, Most Delicious
Cover, 2012, 2014 and more
(Readers Choice & Committee)

James Beard Award Winner; Food,
Culture & Travel Category, 2010
(Garden&Gun) along with many
more

MIN's Best of the Web Award
Winner, 2010

ASME Nominated for General
Excellence, 2010, 2011, 2012,
2013, 2014

SPD Member's Choice Finalist, 2011

SPD Merit awards for design, il-
lustration, design and photography,
2008, 09, 10, 11, 12, 13, 14-2024

GAMMA AWARDS, Grand Gamma
for General Excellence, 2010

GAMMA Best design, photography,

illustration and single cover 2010

Best Design, Cover, Photography,
and General Excellence MAGS
Gamma Awards, 2009, 10, and more
(Garden&Gun)

ASME Finalist, Best Cover of the
Year—Sporting Category 2009-10
and more (Garden&Gun)

Art Director of the Year
MIN+ Mr. Magazine, 2007
(Outside's GO)

Best Redesign— San Francisco
Publisher's Association, 2005
(Hooked on the Outdoors)

Best Outdoor Sport and Recreation
Magazine: Western Publication
Association Maggie Awards,
(Rock and Ice)

Creative Team of the Year:
Week Hotlist, 2002 (Outside)

Silver Medal, Design,
Society of Publication Design
Annual Awards, 2002 (Outside)

Finalist, Magazine of the Year:
Society of Publication Design
Annual, 2002 (Outside)

...And so many more.

SUM

Award-winning Creative. Collaborator. Connector.
Communicator. Utilizing the modern magazine toolkit I help
organizations and brands tell their stories. I've spent time in
the trenches honing my craft and, luckily, I've learned a few
tricks. A native Memphian I've roamed this glorious country
in hot pursuit of snowy peaks and beautiful vistas and now
reside in the Lowcountry of Charleston, South Carolina along
with my son, Wiley. Most days you'll find me pattering around
in my garden or, when not working, chasing a little white ball
around my beloved Muni.

Portfolio available upon request.

*ASME (American Society of Magazine Editors)

*SPD (Society of Publication Designers)

2023 NOMINATIONS

INCLUDE:

BRAND OF THE YEAR

- Medal Finalist: *Garden & Gun* alongside *New York Times Magazine*, *National Geographic*, *The Guardian* and *Texas Monthly*.

FEATURE: SERVICE (STORY) [DESIGN]

- *The Art of Adventure*
- *Party Like a Chef*

FEATURE: PROFILE, NON-CELEBRITY (SINGLE / SPREAD) [DESIGN]

- *Chasing the Swamp Ghost*

FEATURE: PROFILE, NON-CELEBRITY (STORY) [DESIGN]

- *Champions of Conservation*

COVER - CELEBRITY / ENTERTAINMENT / SPORTS [DESIGN]

- *Southern Rock Revival*

FEATURE: CELEBRITY / ENTERTAINMENT / SPORTS (SINGLE / SPREAD) [DESIGN]

- *My Wild Ride with Jimmy Buffet*

FEATURE: CELEBRITY / ENTERTAINMENT / SPORTS (STORY) [DESIGN]

- *The South's Hottest Guitar Heroes*

COVER - LIFESTYLE / TRAVEL / FOOD / SHELTER [DESIGN]

- Medal Finalist: *The Best of Texas*

FEATURE: LIFESTYLE / TRAVEL / FOOD / SHELTER (SINGLE / SPREAD) [DESIGN]

- Medal Finalist: *Chasing the Swamp Ghost*

FEATURE: LIFESTYLE / TRAVEL / FOOD / SHELTER (STORY) [DESIGN]

- *The Art of Adventure*

FEATURE OPENER [DESIGN]

- Medal Finalist: *The Heart of Texas*

- *The Art of Adventure*

SECTION: NOT FEATURE (SINGLE ISSUE) [PHOTOGRAPHY]

- *Drinks: Worth the Squeeze* (April / May Jubilee opener)

SECTION: NOT FEATURE (MULTIPLE ISSUES) [PHOTOGRAPHY]

- Jubilee openers (Feb / Mar, April / May, June / July, Aug / Sept, Oct / Nov, Dec / Jan)

FEATURE: PROFILE, NON-CELEBRITY (STORY) [PHOTOGRAPHY]

- *The South's Hottest Guitar Heroes*

FEATURE: LIFESTYLE / TRAVEL / FOOD / SHELTER (SINGLE / SPREAD) [PHOTOGRAPHY]

- *Take Me to the River*

FEATURE: LIFESTYLE / TRAVEL / FOOD / SHELTER (STORY) [PHOTOGRAPHY]

- *The Big Wild*

SINGLE / SPREAD [ILLUSTRATION]

- *Chasing the Swamp Ghost*

SOCIAL: ENTIRE CHANNEL

- Medal Finalist: *Garden & Gun Instagram*

FEATURE VIDEO: PROFILE - NON-CELEBRITY [VIDEO]

- Medal Finalist: *Garden & Gun presents Save the Last Shag*