



Landon Cornelius
(207) 217 2350
Hampden, ME
Email: hello@landoncornelius.com
LinkedIn: [/landoncornelius](https://www.linkedin.com/in/landoncornelius)

SUMMARY

Creative and data-savvy marketing leader with a decade of experience building and reinforcing brands, scaling marketing programs, and translating technical products into compelling communications. Proven track record growing marketing departments from scratch, executing product launches, and developing content, tools, and campaigns that accelerate adoption. Equally comfortable crafting brand strategy as I am coordinating cross-functional launches — with experience across B2B, cleantech, design, and digital.

SKILLS

- Go-to-Market Strategy
- Product Positioning & Messaging
- Cross-Functional Leadership
- Customer Insights & Market Research
- Sales Enablement
- UI/UX Design
- Brand Identity & Strategy
- CRM (HubSpot, ZoomInfo)
- Content Marketing
- Social & Digital Strategy
- Trade Show & Event Marketing
- Adobe Creative Suite
- Figma
- HTML/CSS/PHP
- AWS/EC3/S3/CloudFront
- CMS/Wordpress
- Copywriting
- AI Tools

EXPERIENCE

Marketing Dept. Head - Marketing Manager

Nyle Water Heating Systems / Nyle Thermal • Bangor, ME / Hybrid • Aug 2023 – Present

Sole marketing hire responsible for building the entire marketing function from the ground up at a high-growth cleantech company focused on sustainable water and space heating technologies.

- Founded the marketing department and developed company-wide marketing strategy, brand positioning, and product communications.
- Built and launched a new corporate website and internal sales rep portal (500+ users) with searchable documentation, project tracker, and sales profiles.
- Led go-to-market strategies for multiple product launches, coordinating with product, engineering, and executive leadership within a stage-gate development process.
- Created technical sales documentation, brochures, battlecards, and sales enablement tools to support rep channel and OEM sales models.
- Managed agency partners for advertising, video production, and digital campaigns; organized key industry trade shows and promotional events.
- Implemented and leveraged HubSpot CRM and ZoomInfo for targeted campaigns and pipeline tracking.
- Produced content for product marketing, including blog articles, email campaigns, and social media assets.
- KPIs: Grew email list from 0 to 800 in 6 months. Increased website traffic 20% in first year (even with a complete redesign). Initiated display ad campaign with 0.19% CTR (compared to 0.05% industry average).

Business Owner - Founder & Creative Director

Flashback™ • Virtual Agency • Apr 2017 – Present

Founded a boutique creative agency serving startups and growth-stage companies with branding, storytelling, and digital design services.

- Introduced a unique subscription-based design model to improve creative access and client retention.

- Expanded services to include web design and CMS integrations, delivering responsive websites optimized for performance and UX.
- Developed brand identity systems and product positioning strategies across industries including medtech, retail, and architecture.
- Managed client relationships end-to-end — from discovery to delivery — and collaborated with a network of freelancers and creative partners.

Marketing & Design Specialist

WBRC Inc. • Bangor, ME • 2017 – 2023

Led visual communication and brand efforts for a multidisciplinary A/E firm with a national presence in healthcare, education, and civic design.

- Directed the firm's rebrand, including identity design, print collateral, and brand voice development.
- Created pursuit materials that helped win key client contracts; supported BD team with presentations, RFQs, strategic messaging, and ABM initiatives.
- Increased social engagement through visual storytelling and a refreshed content strategy — including a 120% growth in LinkedIn followers in 6 months.
- Managed the firm's website, email marketing, and event presence, including coordination of the firm's annual healthcare conference.

Graphic Designer, Print Production

Print Bangor • Bangor, ME • 2015 – 2017

- Created marketing collateral, logos, and campaigns in a fast-paced print shop environment.
- Collaborated directly with clients and led production from pre-press to finishing.

Marketing, IT, & Finance - Chief Administrative Officer

Hersey EyeCare • Hermon, ME • 2014 – 2017

- Built the company's brand identity and launched a new website, internal systems, and eyewear branding.
- Managed digital marketing, social media, and day-to-day IT and bookkeeping for multiple locations.

ABOUT

- Keynote speaker, Blitz Bangor, *What are You Selling & Who are You Selling to?* - About the power of compelling value propositions
- Award-winning charcoal artist
- Caretaker of two dogs, one cat, and a hamster
- Husband, proud dad of four children
- Christian, financial auditor for local church
- Competitive swimmer, U.S. Masters Swimming
- INTJ / Enneagram type 5