



Calvin Buchanan

Creative Marketing Director

Background

With more than 15 years in the creative industry, Buchanan has broad experience with translating business objectives into content, communications, and brand designs.

Experience

- Oversees the design of effective visual branding and the execution of appropriate brand messaging.
- Translates business objectives into content, communications, and brand designs.
- Creates and transforms complex concepts into high-quality, easy-to-understand assets that educate, inspire, and further the development of marketing efforts.

Education, certifications, and memberships

- Bachelor of Fine Arts in graphic design, Minneapolis College of Art and Design
- University of Minnesota

→ FOCUSED ON:

- Creative strategy
- Brand messaging
- Visual storytelling
- Graphic design