

Clinton Marrs

Portfolio, Manager, Brand Studio - Webflow

Creative Direction & Brand Communication

Directing ASUS's First Strategic **Sonic Brand Identity**

The ASUS Sonic Brand

Design story on Behance

Behance

<https://www.behance.net/gallery/172934097/The-ASUS-Sonic-Brand>

Challenge:

ASUS needed to communicate our brand through sound. We wanted a unified, future-forward brand voice to strengthen global recognition and align product lines. This required translating abstract design principles into a concrete, emotional audio identity system for all marketing and product touchpoints.

Strategy: Led the entire project lifecycle, managing agencies and a 12-person cross-functional steering committee.

Key Actions:

1. Defined core brand identity language and design principles.
2. Organized and facilitated an 8-week stakeholder workshop to align diverse opinions (Engineering, Design, Marketing, C-Suite).
3. Wrote, directed, and voiced a promotional video ([Link to the work](#)).

Result: Successfully implemented a scalable, strategic sonic identity system, resolving years of internal misalignment and providing a repeatable process for future brand initiatives. Secured final sign-off from CEO and major shareholders, ensuring immediate global adoption across all product lines.

Event Brand Design & Visual Communication

Future Fest: Integrated Event Branding and Visual Communication



Challenge: Create a strong, cohesive visual identity for the ASUS Future Fest event that aligns with the corporate brand platform, requiring visual execution across multiple mediums.

Strategy: Applied Visual Communication (BFA) expertise to own the end-to-end design of all event assets, ensuring immediate visual recognition and high production quality.

Key Metric: Streamlined creative production for the event, ensuring all assets met strict corporate quality standards.

Key Actions:

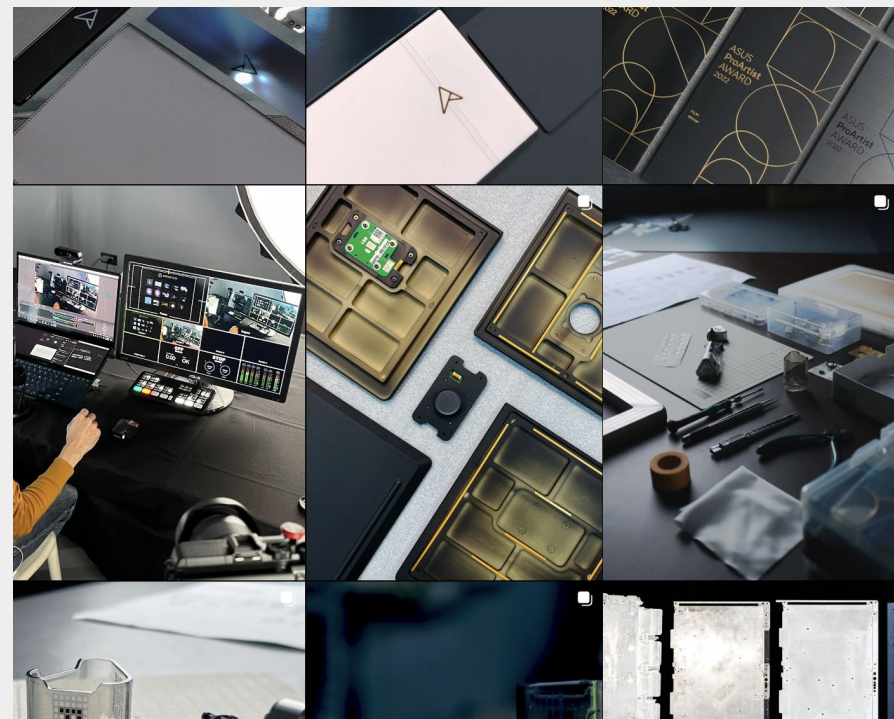
- 1. Designed the official event Logo and Key Visual (KV).
- 2. Managed production of physical event merch (lanyard, pins, bags).
- 3. Created the social media activation matrix.

Result: Established a unified, professional visual identity that ensured the event successfully communicated the brand's innovative message.

Social Media Management

40x Audience Growth: Social Media Management for ASUS Design

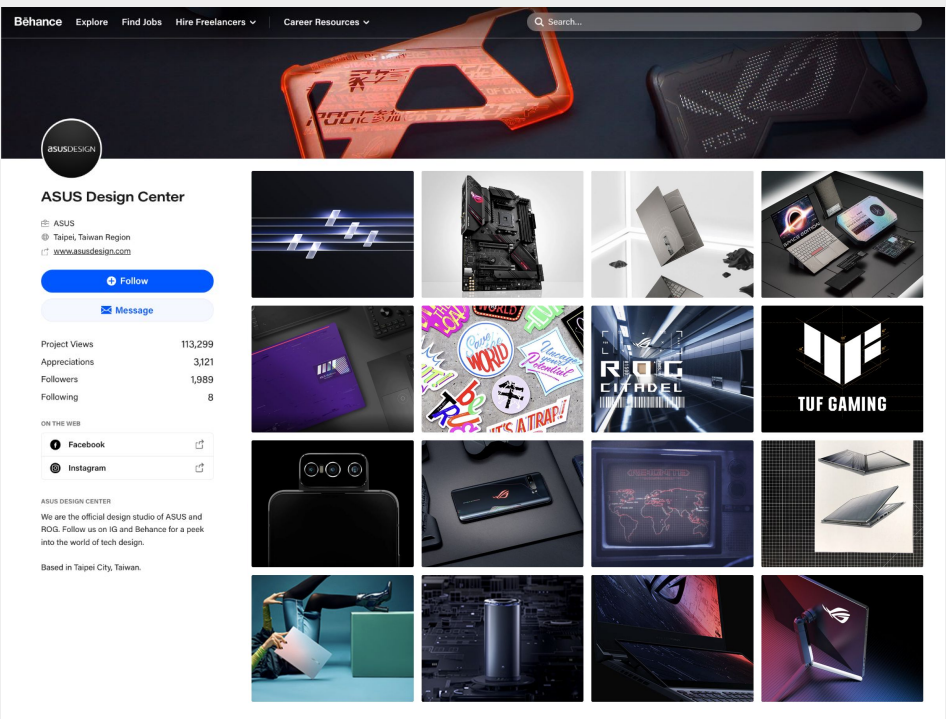
40x Audience Growth: Social Media Management for ASUS Design



<https://www.instagram.com/asusdesigncenter>

Challenge:

The ASUS Design Center’s social presence was minimal (starting at 200 followers) and lacked strategic direction. The objective was to transform it into an authoritative voice for design, innovation, and culture, attracting media attention and talent.



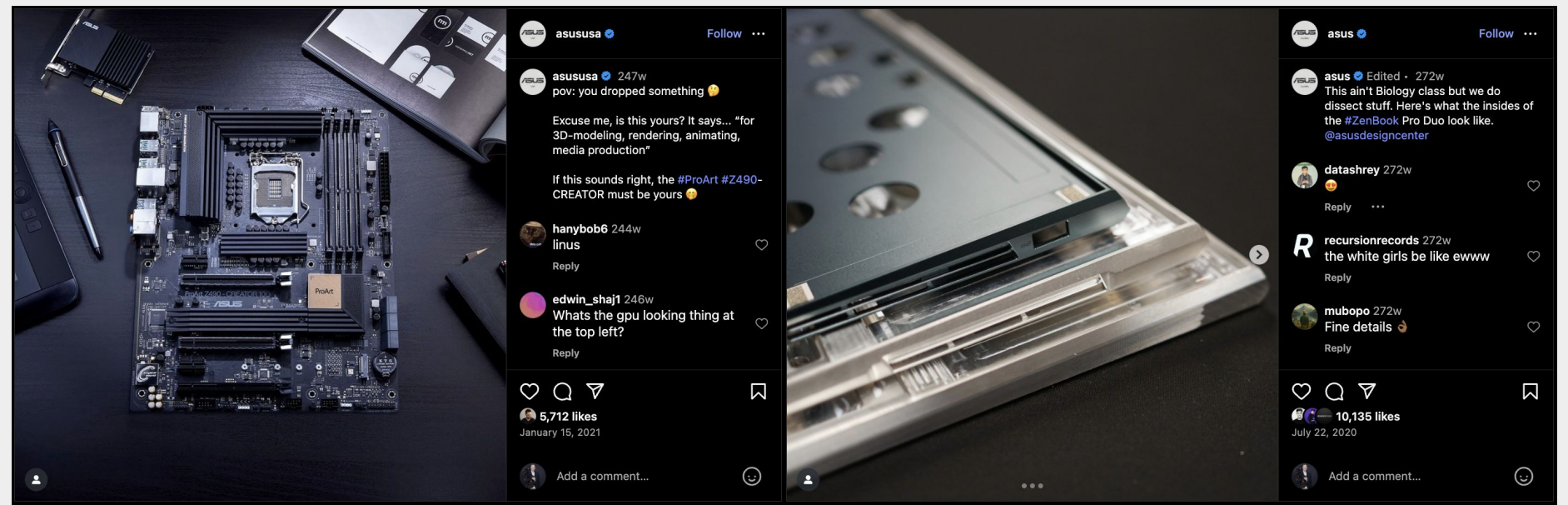
<https://www.behance.net/asusdesigncenter>

Strategy:

Implemented a data-driven, full-lifecycle content strategy across Instagram, Facebook, and a new Behance account. Collaborate with ASUS corporate and popular design social media accounts to cross-promote our channel and grow following.

marrsrc@gmail.com

40x Audience Growth: Social Media Management for ASUS Design



https://www.instagram.com/p/CKC_sBRs-Xt/?hl=en

<https://www.instagram.com/p/CC8QY7AhnkF/?hl=en>

Key Actions:

- 1. Developed a tiered content calendar blending technical deep dives (innovation) with human-interest storytelling (people behind the design) while adapting our voice to communicate with our growing audience.
- 2. Established KPIs focused on engagement rate and cross-channel traffic.
- 3. Used performance data to rapidly iterate and optimize content themes.

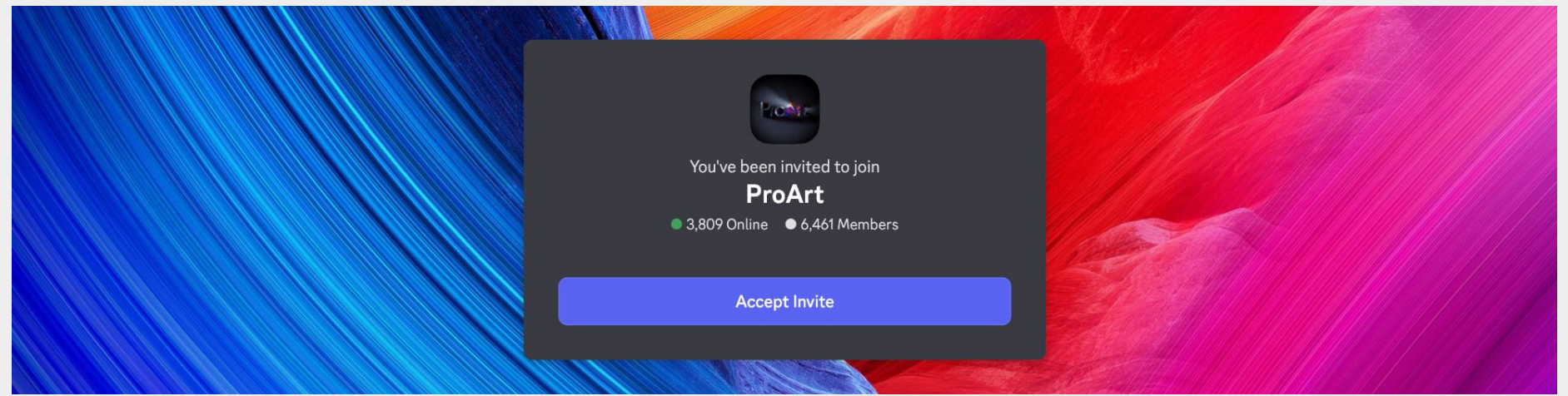
Result:

Achieved 40x audience growth and secured consistent, high-quality coverage in external design publications by providing a steady stream of engaging content.

Key Metric: Consistently exceeded goals for post cadence, and engagement rate and achieved a strong reputation for consistent, high-quality brand storytelling.

Launching and Scaling the ProArt Creator Community

Launching and Scaling the ProArt Creator Community



<https://discord.com/invite/proart-1034280279566717029>

Establish deep, long-term brand loyalty with the ProArt target audience (creators and design professionals) beyond transactional engagement.

Strategy: Conceptualized and launched the ProArt Creator Discord Community, defining a new digital space for the brand.

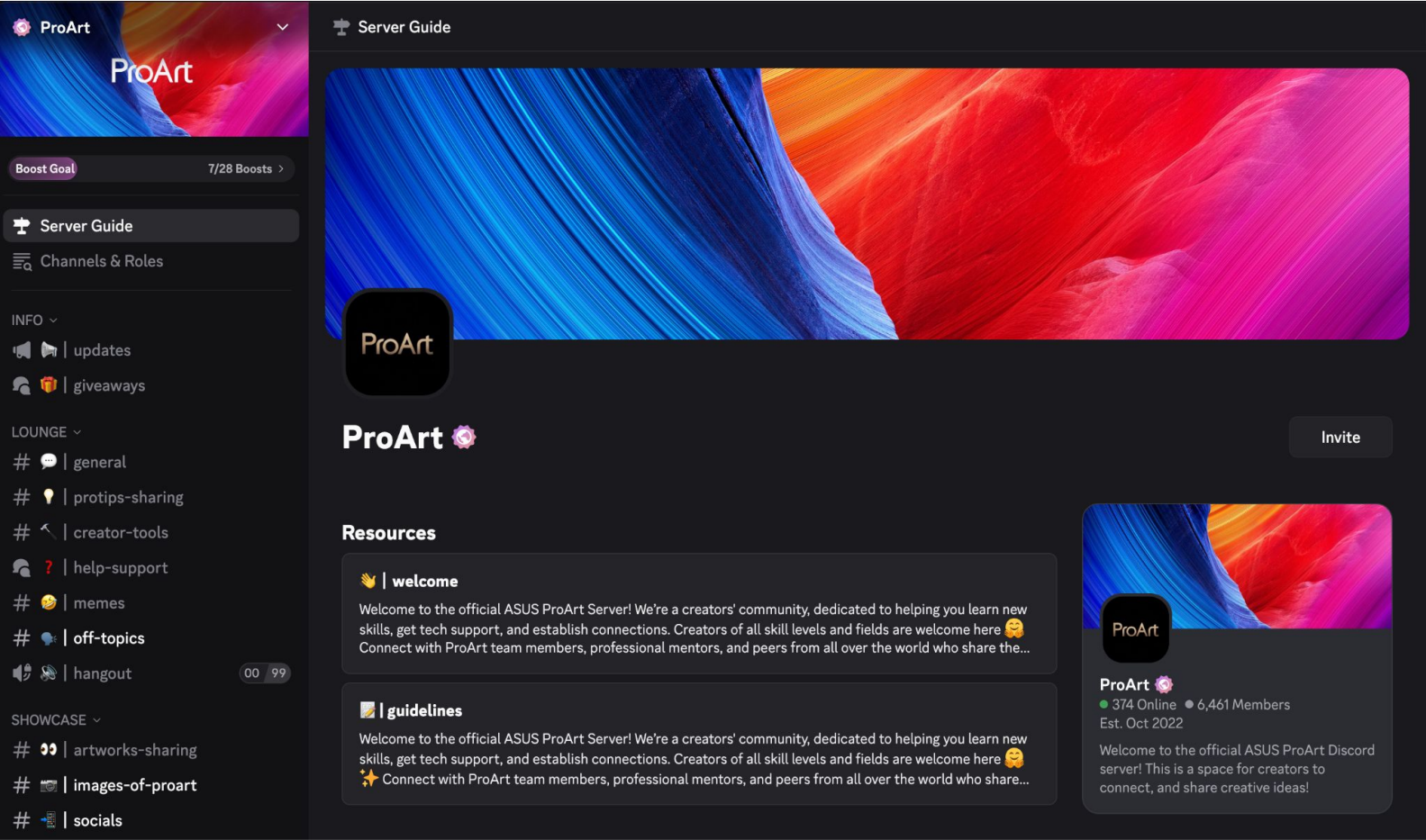
Key Actions:

- 1. Researched Discord strategies from top brands and KOLs (Adobe, content creators) to identify best practices and growth opportunities.
- 2. Partnered with regional experts to align on content moderation policies, community standards, platform governance, and long-term strategies.
- 3. Led the creation and launch of the ASUS ProArt Discord community, with server structure, rules, guidelines, engagement plan, and roll-out timeline.

Result: Scaled the community to over 6,000 engaged creators, providing a direct, always-on feedback loop for product and marketing teams.

Key Metric: Established a repeatable framework for engagement and cross-functional collaboration, ensuring the marketing investment delivers long-term brand equity.

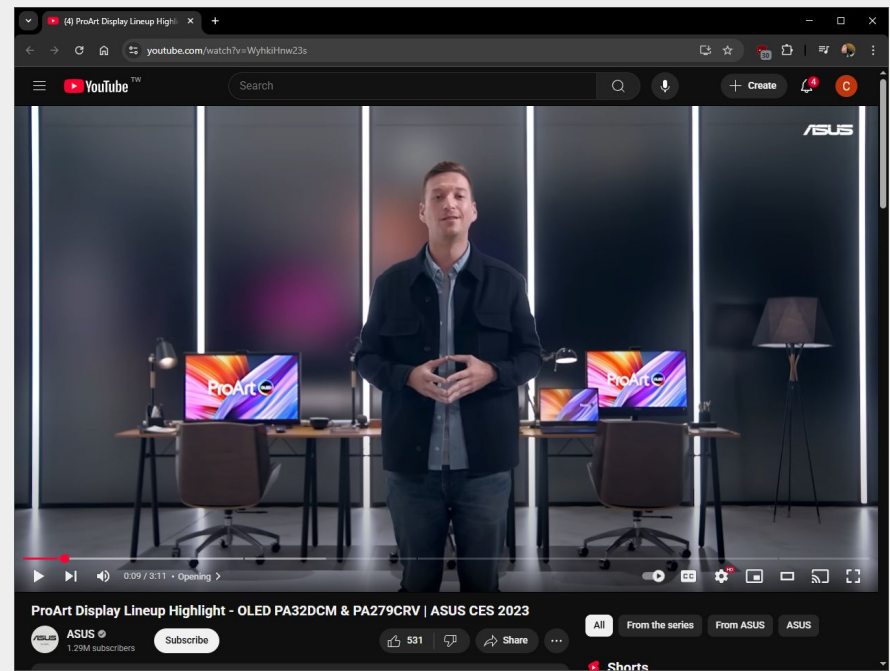
Launching and Scaling the ProArt Creator Community



PR

Event and Technical PR: Scripting and Presenting Product Narratives

Event and Technical PR: Scripting and Presenting Product Narratives



<https://www.youtube.com/watch?v=WyhkiHnw23s>

Challenge: Effectively communicate complex, proprietary design features, while ensuring technical accuracy and maintaining brand voice.

Key Actions:

1. Wrote and refined scripts for authenticity and clarity.
2. Directed studio sessions, providing real-time feedback.
3. Delivered the final performance, presenting our brand voice with confidence.



Result: Created high-engagement video content that successfully educated customers and media on core design principles.

Key Metric: Videos received 100k+ total views and were used in global media outreach packs, establishing a template for future video communications.

Traditional PR & Technical Content: Corporate Newsroom & Media Assets

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ASUS Pressroom

Blog

Here are some of the most iconic ASUS collaborations...so far

Creating a great product is just the first step on the road to success. Formulating an innovative marketing strategy that can effectively reach out to your target audience is also essential in today's hyper-competitive market. A possible solution to this challenge is to identify collaboration opportunities with other brands that allow you to create synergies that can help take your marketing and branding to the next level.

ASUS has always been committed to providing incredible products and solutions that

<https://press.asus.com/blog/here-are-some-of-the-most-iconic-asus-collaborations-so-far/>

Challenge: Systematically communicate complex, multi-faceted corporate initiatives—including partnerships and internal development methodologies—to the public and media via the official newsroom.

Strategy: Authored and managed the publication of long-form news articles that translated internal concepts and diverse product lines into cohesive, professional public relations assets.

ASUS Pressroom

What Is ASUS Design Thinking?

ASUS Design Thinking involves carefully considering user needs and preferences. This thoughtful approach to product development is how ASUS engineers create truly innovative devices that offer the features and functionality that users want.

ASUS has been applying the ASUS Design Thinking approach to product development for more than a decade, making it an integral part of the corporate culture.

<https://press.asus.com/blog/asus-design-thinking/>

Result: Created professional, evergreen PR assets that were distributed to media globally, increasing the visibility of key corporate values and product stories.

Key Metric: Provided clean, pre-approved copy that significantly expedited media outreach and journalist briefing sessions for multiple major product launches and partnerships.

marrsrc@gmail.com

Thank you.

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