

Damian A. Dodd

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portfolio: damiandodd.com

SUMMARY

Accomplished senior creative with expertise in storytelling, strategy, and brand building from airlines to zoos. Extensive digital and print production experience as well as social media engagement and analytics. Sharp writing skills. Strong presentation, management, and mentoring skills. Proficient with Adobe Cloud on Mac and PC. Effective in consumer, B2B, pharmaceutical, retail, experiential, and promotional razzle-dazzle.

EXPERIENCE

Integrated Creative Director and Owner – 2008 to present

SAUCER – Louisville, Kentucky | Chicago, Illinois | Westfield, New York

My freelance business, providing clients with effective brand messaging through digital and print advertising, copywriting, web development, social media, photography, videography, and analytics.

Accounts: International Society for Computational Biology, King Maker Tobacco, Quincy Cellars Vineyards, Sensory Winery, 7 Sins Brewery, Golden Brands, Runway 37, Sam Meyers Formal Wear, Sam Meyers Dry Cleaning, and Indivate.

Videographer, Web Developer, and Communications Specialist – 2016 to present

SUNY FREDONIA – Fredonia, New York

CORNELL LAKE ERIE RESEARCH AND EXTENSION LABORATORY – Portland, New York

Digital Storyteller, Designer, and Videographer for Fredonia in their Marketing and Communications department.

Documentary Videographer and Web Developer for Cornell's Grape Research and Extension Program. Sharing each brand's story through a myriad of communication channels. Boosting philanthropic donations by creating multi-faceted campaigns. Fostering outreach to grape growers and industry academics through websites, blogs, and video podcasting.

Freelance Integrated Associate Creative Director – 2013

LIQUIDTHREAD – Chicago, Illinois

Conception and design of digital brand communications and strategy for a variety of global brands. Mentoring and managing a junior staff of Graphic Designers and a Copywriter. Presenting of strategic and conceptual messaging both internally and to clients. Led new business and self-promotional initiatives.

Accounts: Beam Global, Mars M&M's, Samsung, Pedigree, Microsoft, and CareCredit.

Freelance Integrated Creative Director – 2012

LIMEGREEN – Chicago, Illinois

Creative, design, strategic, and managerial duties for several national accounts. Supervised and mentored a staff of Art Directors, Designers, and freelance Copywriters. Helped with new business initiatives and self-promotional projects. Created and produced broadcast and print for the multicultural market.

Accounts: Beam Global, Luster Products, Effen Vodka, and Trustwave Network Security.

Adjunct Instructor - 2011

JEFFERSON COUNTY TECHNICAL and COMMUNITY COLLEGE - Louisville, Kentucky

Taught Advertising 2 / Adobe InDesign. Gave my students the skills needed to make it in the advertising business.

Integrated Creative Director – 2006 to 2008

PRICEWEBER - Louisville, Kentucky

Created, designed, and produced digital, print, and promotional materials for the spirits industry. Supervised a group of five Art Directors, Copywriters, and Designers. Presented strategic creative to Brown Forman Brand Executives. Led new business initiatives. Wire framed and produced digital experiences for Rotary Lift and Brown Forman.

Accounts: Brown Forman Beverages: Old Forester, Canadian Mist, Early Times, Pepe Lopez, Fetzer, Bolla, Five Rivers, Jekel, Korbel, and Rotary Lift.

Art Supervisor – 2005 to 2006

CLINE DAVIS & MANN - New York, New York

Developed advertising and vis-aids for pharmaceutical clients and presented to brand executives. Supervised three Art Directors and Designers on day-to-day business. Participated in new business efforts and focus groups.

Accounts: Pfizer and Novo Nordisk.

Senior Art Director – 2003 to 2005

MARRINER MARKETING COMMUNICATIONS - Columbia, Maryland

Led powerful digital and print communication efforts for several foodservice industry clients. Led rebranding efforts for Perdue Farms by revamping look and feel of their advertising, collateral and digital image. Supervised two Designers.

Accounts: Pompeian Olive Oil, Perdue Farms, Entegra Procurement Services, and the US Tuna Foundation.

Freelance Art Director – 2001 to 2003

COTTER INTEGRATED - Ellicott City, Maryland,

TRAHAN BURDEN & CHARLES - Baltimore, Maryland

Created and designed print and outdoor work for two major advertising agencies as well as various clients directly.

Accounts: Washington Homes, Pizza Bolis, AGP Financial, U of MD Hospital, and the National Pequot Museum.

Senior Art Director – 2000 to 2001

PUBLICIS - Dallas, Texas

Created print, television, and outdoor for various B2C and B2B clients. Participated in strategy and creative presentations.

Accounts: Powerbar, Nestlé Drumsticks, BMW, TXU, Zales, Eurocopter, and the Fort Worth Zoo.

Senior Art Director – 1995 to 2000

SAATCHI & SAATCHI - New York, New York

Crafted a huge amount of print, outdoor, and broadcast branding efforts for international clients. Assisted in the winning of Delta Air Lines, a 100 million dollar account. Directed many photo shoots with top New York photographers. Teamed up with a-list film directors to produce commercials for Beck's Beer, Drug-Free America, and Reynolds Wrap. Promoted to senior level within two years.

Accounts: Delta Air Lines, Bell Atlantic, Beck's Beer, Partnership for a Drug-Free America, Reynolds Aluminum, General Mills, and the Catholic Church.

Art Director – 1994 to 1995

GRAY KIRK/VANSANT - Baltimore, Maryland

Created print, television and outdoor for B2C and B2B clients. Produced award-winning TV commercial for True Temper.

Accounts: Kaiser Permanente, True Temper, Blue Ridge Beer, Citizens Bank, UTZ Snack Foods, MAC money machines, Nutri/System, MD Science Center, and Towson Town Center.

Art Director – 1993 to 1994

Carton Donofrio – Baltimore, Maryland

Concepted and designed collateral and print for B2B clients. Directed product photo shoots for Rubbermaid.

Accounts: Rubbermaid and Air Products.

Intern – 1989

Eisner and Associates – Baltimore, Maryland

Assisted Account Executives and Copywriters with client work. Learned how to concept ads from agency creatives.

EDUCATION

Portfolio Center - Atlanta, GA

Art Direction & Copywriting Coursework, 1991-1992

Towson State University - Baltimore, MD

Bachelor of Science in Business, 1989

AWARDS

Cannes Film Festival, Art Directors Annual, New York International Festival, Campaign Magazine, Show South, District 2 Addys, New York Addys, Louie Awards.