

Damian A. Dodd

Brand Wizard

SUMMARY

I create, design and produce branded stories that burst through the clutter. Accomplished creative director with expertise in marketing, storytelling, strategy, and brand building on national accounts from airlines to zoos. Extensive digital, video, and print production experience as well as social media engagement, SEO/SEM, and analytics. Sharp writing skills. Strong presentation, management, and mentoring skills across teams. Proficient with Adobe Suite on Mac and PC. Solid in WordPress development. Highly effective B2C and B2B marketing strategist, driving national engagement, attendance, and brand loyalty within any industry I dive into.

ACHIEVEMENTS

Participated in a \$100M account win. | Increased NY Addy entries 35%. | Created multi-faceted Day-of-Giving theme that increased alumni donations by 300% | Boosted sales of M&Ms via national digital promotion.

BRAND EXPERIENCE: Destination | Finance | Foodservice | Healthcare | Liquor | Package | Retail | Tech | Telecom

7 Sins Brewery	Catholic Church	Luster Hair Products	Pedigree	Shakespeare in
AGP Financial	Citizen's Bank	MAC ATM network	Pepe Lopez	Delaware Park
Air Products	Delta Air Lines	Mars M&Ms	Perdue Farms	Skinny Girl Vodka
Beam Global	Early Times	Nestlé	Pfizer	Sleep Insights
Beck's Beer	Entegra	Niagara Lubricant	Pompeian Olive Oil	Specified Air
Bell Atlantic (Verizon)	Eurocopter	Novo Nordisk	Powerbar	TXU Power
Blue Ridge Beer	Fetzer Wine	Nutri/System	Quincy Cellars	True Temper
BMW	Fort Worth Zoo	Old Forrester	Reynolds Wrap	UTZ Foods
Bolla Wine	Fredonia State	Olmsted Center for	Rotary Lift	Visions Center for
Branches of Niagara	General Mills	the Blind	Rubbermaid	the Blind
Brown Forman	Kaiser Permanente	Partnership for a	Samsung	Vulcan Ovens
Effen Vodka	King Maker Tobacco	Drug-Free America	Sauza Tequila	Washington Homes
Care Credit	Korbel Champagne	D'Youville College	Seneca Gaming	Zale's Jewelry

AWARDS

Cannes Film Festival, Art Director's Annual, New York International Festival, Campaign Magazine, Show South, District 2 ADDYs, New York ADDYs, Louie Awards.

EMPLOYMENT EXPERIENCE

Interactive Creative Director – 2018 to present

MARKETING TECH – Buffalo, New York

Steward and storyteller of brand experiences through both cutting-edge digital and traditional media.

Designer and developer of websites from wireframe to WordPress. Project manager of numerous account actions utilizing Asana and Slack. Manager of a team of six interactive and print designers and developers.

Proposal writer and new business presenter. Videographer, photographer, copywriter, and editor of Social Media content. SEO/SEM campaign designer.

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Videographer, Web Developer, and Communications Specialist – 2016 to 2018

SUNY FREDONIA MARKETING & COMMUNICATIONS – 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. Shared each brand's story through a myriad of communication channels. Boosted philanthropic donations by creating multi-faceted campaigns. Fostered 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. Mentored and managed a junior staff of Graphic Designers and a Copywriter. Presented strategic and conceptual messaging both internally and to clients. Led new business and self-promotional initiatives.

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.

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.

Integrated Creative Director – 2006 to 2008

PRICEWEBER - Louisville, Kentucky

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

Senior Art Director

CLINE DAVIS & MANN, New York, New York – 2005 to 2006

MARRINER MARKETING COMMUNICATIONS, Columbia, Maryland – 2003 to 2005

COTTER INTEGRATED, Ellicott City, Maryland – 2001 to 2003

TRAHAN BURDEN & CHARLES, Baltimore, Maryland – 2001 to 2003

PUBLICIS, Dallas, Texas – 2000 to 2001

SAATCHI & SAATCHI, New York, New York – 1995 to 2000

GRAY KIRK/VANSANT, Baltimore, Maryland – 1994 to 1995

EDUCATION

Portfolio Center - Atlanta, GA

Art Direction & Copywriting Coursework, 1991-1992

Towson State University - Baltimore, MD

Bachelor of Science in Business, 1989