

Damian A. Dodd
Senior Brand Storyteller

SUMMARY

I create, design and produce branded stories that burst through the clutter. Accomplished Creative Director with expertise in storytelling and brand building on national accounts from airlines to zoos. Extensive digital, video, and print production experience as well as social media management, 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 website development, including ADA accessibility. Highly effective B2C and B2B creative strategist, driving national engagement and brand loyalty within any industry.

ACHIEVEMENTS

Participated in a \$100M account win | Increased NY Addy entries 35% | Created multi-faceted Day-of-Giving campaign that increased alumni donations by 200% | Boosted M&Ms sales 8% via national digital promotion

BRANDS Beverage | Destination | Entertainment | Finance | Foodservice | Healthcare | Retail | Tech | Telecom

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

AWARDS

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

EMPLOYMENT EXPERIENCE

Interactive Creative Director – 2018 to 2020

MARKETING TECH – Buffalo, New York

Creator, designer, and producer of brand experiences through integrated digital and print media. Designer and developer of websites from wireframe to WordPress. Project manager of multiple account actions utilizing Asana and Slack. Manager of a team of interactive and print designers, developers, and interns. Proposal writer and new business pursuer. Videographer, photographer, and copywriter. Crafted and managed Search Engine Optimization and Pay per Click campaigns, reported results to clients. Built and tested ADA accessible websites utilizing WCAG standards.

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

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. 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 team 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 team 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. Supervised and mentored a team of Art Directors, Designers, and Copywriters.

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 – 2002 to 2003

TRAHAN BURDEN & CHARLES, Baltimore, Maryland – 2001 to 2002

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