

DAMIAN DODD



Senior Digital Creative

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Summary

I create, design and produce branded stories that burst through the clutter. Accomplished digital creative with expertise in storytelling, loyalty, and conversion on global brands. Extensive digital, video, print production, social media engagement, SEO/SEM, and analytical experience. Sharp writing skills. Strong presentation, team, and production management. Effective BtoC and BtoB creative strategist, driving brand awareness toward customer advocacy within any industry.

Achievements

- A** Built ADA accessible websites
- B** Crafted M&Ms Promo., sales up 4%
- C** Revived Fetzter w/sustainable brand
- D** Revamped Perdue Food's look & feel
- E** Created Nestle' campaign, sales up 2%
- F** Helped win a \$100M account
- G** Increased NY ADDY entries 35%
- H** Drove alumni donations up 200%

Experience Full-Time Employee (W2) and Permalace (W9)

Digital Creative Director

One Discovery (W2) 1 year - Chicago, IL
 Churchill Communications & Marketing (W9) 2.5 yrs – Fairfax, VA
 Saucer Advertising (Owner) 14 yrs – Westfield, NY
 Marketing Tech (W2) 2 yrs – Buffalo, NY
 LiquidThread (W9) 6 mos – Chicago, IL
 LimeGreen (W9) 6 mos – Chicago, IL
 Price Weber (W2) 2 yrs – Louisville, KY

Duties

Creator, designer, and producer of brand experiences through integrated digital and print storytelling. Developer of User Experiences: WordPress & HubSpot websites. Project manager of multiple account actions utilizing Asana, Slack, etc. Manager and mentor to designers, developers, copywriters, and interns. Proposal writer and new business pursuer. Photographer and Copywriter. Crafter, manager, and reporter of SEO and SEM campaigns. Creator and manager of Social Media campaigns. Builder and tester of ADA accessible websites utilizing WCAG standards.

Senior Art Director

Cline Davis & Mann (W2) 1 yr – New York, NY
 Marriner Marketing Communications (W2) 2 yrs – Columbia, MD
 Cotter Integrated (W2) 1 yr – Ellicott City, MD
 Trahan Burden & Charles (W9) 8 mos – Baltimore, MD
 Publicis (W2) 1 yr – Dallas, TX
 Saatchi & Saatchi (W2) 5 yrs – New York, NY

Duties

Conceptor, designer, and executor of brand storytelling through digital, print, and collateral production. Managed both television and photo production. Creative team and Project Manager. Graphic Designer of all branded materials for both BtoB and BtoC clients.

Art Director/Designer/Developer

YWCA Westfield (W2) 2 yrs & YWCA New York State (W9) 1 yr
 SUNY Fredonia U. (W2) 2 yrs – Fredonia, NY
 Cornell U. Coop. Ext. Grape Program (W2) 2 yrs – Portland, NY
 Gray Kirk VanSant (W2) 2 yrs – Baltimore, MD
 Carton Donofrio Partners (W2) 8 mos – Baltimore, MD

Duties

Award-winning Creative Storyteller, Designer, Videographer, Video Editor, Website Developer, Social Media content creator/manager, and Graphic Designer within Advertising, Higher Education, and Nonprofit.

Education

Copywriting & Art Direction, Portfolio Center – Atlanta, GA
BS in Business, Towson University – Baltimore, MD

Collegiate Achievements

Silver medalist, radio campaign. Intern at Eisner & Associates ad agency. Theater roles and production. Founding father of Delta Sigma Phi, an inclusive fraternity.

Industries Served

Agriculture | Beverage | DEI | Education | Financial | Foodservice | Government
Healthcare | Hospitality | Legal | Nonprofit | Package | Pharma | Retail | Telecom

Brands Built

AGP Financial	Effen Vodka	Pedigree
Air Products	Eurocopter	Perdue Farms
Beam Global	Fort Worth Zoo	Pfizer
Beck's Beer	Fredonia University	Powerbar
Bell Atlantic	General Mills	Reynolds Wrap
BMW	Hearts for the Homeless	Rubbermaid
Brown Forman	Kaiser Permanente	Samsung
Care Credit	Luster Products	Sodexo
Catholic Church	Mars M&Ms	Skinny Girl
Citizen's Bank	Nestlé	TXU Power
Cornell University	Novo Nordisk	True Temper
Delta Air Lines	Nutri/System	UTZ Foods
Driven	One Discovery	Vulcan Ovens
D'Youville University	Partnership/Drug-Free Kids	YWCA

Skills

- Art Direction & Design
- Adobe Creative Cloud
- WordPress
- HTML/CSS/PHP
- SEO & SEM
- Project/Team Management
- Digital Marketing
- ADA Accessibility
- Copywriting
- Photography
- Videography & Editing

Awards

Cannes Film Festival
 Art Director's Annual
 NY International Festival
 Effies
 Show South
 National ADDYs
 New York ADDYs
 Louisville ADDYs

Portfolio



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Interests

