

MARCELO DANIEL [PROBLEM SOLVER + STORYTELLER + DIRECTOR + STRATEGIST + MARKETER]

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A dynamic creative visionary with 12+ years of success in global branding and marketing, delivering impactful outcomes through inventive strategies and captivating narratives. Renowned for an endless curiosity driving a growth-oriented mindset, dedicated to ongoing learning of all facets.

AREAS OF EXPERTISE: Leadership + Cross-functional Collaboration + Creative Strategy + Art Direction + Branding + Growth Marketing + 360 Campaigns + Copywriting + Paid & Organic Social Media + Logo Design + Content Creation + Typography + Iconography + Illustration + Presentation + Video + Print + Digital Marketing + Animation + Email Marketing + Web + Direct Mail + Signage + Environmental + Photography + Package + Infographic + Editorial + Motion + Storyboarding + Branded Product + B2B2C + B2B + B2C + Artificial Intelligence

PROGRAMS: Adobe Creative Suite: Photoshop, Illustrator, After Effects, InDesign, Lightroom + Figma + Sketch + Invision + WordPress + Microsoft Suite: Teams, Excel, Word, Powerpoint + Keynote + CapCut + Trello + Asana + Slack + Basecamp + Monday + Google Suite: Google Slides, Google Sheets, Google Forms, Google Docs + AI

HIGHLIGHTS:

- Spearheaded initiatives leading to significant revenue growth, including a 2700.91% increase in social media reach.
- Reduced Cost Per Acquisition (CPA) from over \$1,000 to under \$28 by transforming the direct mail channel.
- Directed campaigns contributing to a remarkable 25%+ quarterly revenue growth.
- Boosted paid social efficiency by over 150% through A/B testing.

MOMENTS TO INK | Founder, Director of Creative Strategy [10/22 - Present]

- Maximized organic social media marketing by collaborating with clients, creating personalized videos with specific visuals from their lives, resulting in a significant 2700.91% increase in reach, in result gaining a similar lookalike audience through their followers.
- Founded the startup and achieved rapid organic growth, acquiring thousands of new followers. Generated hundreds of thousands of unpaid impressions through strategic targeting of a localized audience, leveraging the latest in social media best practices.

DAILYPAY, INC. | Growth Creative Lead [1/22 - 10/22]

- Ran creative for impactful B2B2C partnership campaigns with global giants like McDonald's, Dick's Sporting Goods, and Target, contributing to a remarkable 25%+ quarterly revenue growth.
- Directed cross-functional teams through high-impact marketing campaigns, while orchestrating the curation of impactful creative, which played a pivotal role in the company surpassing the yearly target of \$168,000,000.
- Led the revamp of the entire direct mail channel, achieving a 97.2% improvement in efficiency by reducing Cost Per Acquisition (CPA) from over \$1,000 to under \$28 through innovative creative and messaging optimization.
- Boosted paid social efficiency through A/B testing by over 150%, continually optimizing and decreasing the Cost Per Click (CPC).
- Orchestrated a team to curate and execute a dynamic array of marketing materials, adhering to both brand guidelines and strict banking regulations, which rapidly grew brand awareness and user engagement across diverse channels.

ONESHOT APP, INC. | Creative Director, Brand Strategist [1/20 - 1/22]

- Led creative direction and visual design for ONESHOT, a groundbreaking tech startup. Spearheaded branding efforts, resulting in a compelling brand narrative tailored for a contemporary demographic.
- Infused ONESHOT brand into animations and videos, driving a significant increase in user engagement during the teaser phase. Collected hundreds of potential user emails prior to the app's release.
- Conducted extensive research on the target audience, shaping the product's design and ensuring a user-centric approach.

ARTEK CREATIVE, INC. | Creative Director, Lead Brand Designer [1/19 - 1/20]

- Spearheaded a full-scale rebrand for Artek Creative, Inc., a trailblazing agency with 20+ years of industry leadership, revitalizing its identity and producing creative for global brands such as MLB, NBA, ESPN, Pepsi, Adidas, UFC, and various Esports Leagues.
- Transformed Artek's creative landscape with innovative video and motion design strategies in paid social media marketing, significantly increasing client engagement, following, and credibility in the competitive design industry.

EDUCATION: Bachelor of Fine Arts, Long Island University CW Post | Commercial Digital Art & Design CPGA : 3.95