

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

PORTFOLIO: <https://designsofnyc.com> | director@designsofnyc.com <https://linkedin.com/in/designsofnyc> 631.601.7933

*A dynamic creative visionary with 12+ years of success in global branding, strategy, marketing, and design delivering impactful results through innovative solutions 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 an entire customer acquisition channel.
- Directed marketing campaigns contributing to a remarkable 25%+ quarterly revenue growth.
- Boosted paid content efficiency by over 150% through A/B testing optimization.

## MOMENTS TO INK | Director of Creative [ 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 no-cost 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. | Lead Design & Marketing of Growth [ 1/22 - 10/22 ]

- Ran marketing, strategy and 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 product, content and growth marketing campaigns, while orchestrating the curation of strategic creative, which played a pivotal role in the startup surpassing the yearly target of \$168,000,000.
- Led the revamp of an entire customer acquisition channel, exceeding KPI by achieving a 97.2% improvement in efficiency, reducing Cost Per Acquisition (CPA) from over \$1,000 to under \$28 through innovative strategy, creative and messaging optimization.
- Boosted paid content efficiency through A/B testing by over 150%, continually optimizing all variables and decreasing the Cost Per Click (CPC).
- Orchestrated a team strategy, development, and execution of diverse marketing campaigns across various channels while adhering to brand guidelines and strict banking regulations, successfully driving significant growth in brand awareness and user engagement.

## ONESHOT APP, INC. | Director of Brand & Product [ 1/20 - 1/22 ]

- Led strategy and product design for ONESHOT, a cutting-edge tech startup, by identifying market opportunities and user needs. Developed a targeted branding strategy and product positioning to effectively engage a contemporary demographic and differentiate the product in a competitive landscape.
- Crafted a compelling narrative around the brand in order to resonate with the target audience, driving a significant increase in user engagement during the teaser phase and collecting thousands of potential user emails before 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 entire identity, strategy, messaging, positioning and overall 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 content 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