# **DANIELA** RICHARDSC



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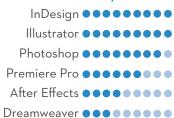


469.426.1703



www.danielarichardson.com

### Skills & Expertise



MS Office Suite Multi-Page Design/Output Photo Retouching/Editing •••• Creative Direction/Design ••• Photography ••••• HTML/CSS ••••••



I'm a creative professional with extensive experience in design, branding, marketing, creative direction, and management. Collaborating with teams and clients, I am able to think outside of the box to find creative solutions for complex marketing projects that exceed expectations. I've designed, produced, and managed various projects ranging from trade shows, digital design, marketing collateral, and POP material to desktop publishing, content creation, packaging design, and advertising.







Education

B.S. in Computer Graphics, Purdue University

#### **SELF EMPLOYED**

June 2018 - Current

#### FREELANCE GRAPHIC DESIGN

Design and produce print and e-book ready book cover and interior designs

Provide photo editing/retouching, set-up and packaging of multi-page documents, and print-ready PDFs

Produce and design marketing kits, including contact sheets, author bios, book bios, for authors to promote their books in various formats

Generate various creative material for a variety of industries:

Real Estate

Insurance

Technology

Self-Help

Manufacturing

Pet & Outdoor

Restaurant

Professional Development

Private Capital

Finance

Publishing

Design various print and digital products, providing appropriate final files (PDF, JPG, PNG, etc)

Catalogs

Flyers & Brochures Ads (Digital & Print)

**Book Covers & Interiors** 

Sales Sheets

Newsletters

Banners

Invitations & Direct Mailers

Marketing Kits

POP material

Signs & Posters

Trade Show Displays

#### **SOLUTION TREE**

Feb 2019 - Dec 2020

#### MARKETING CREATIVE DIRECTOR

Lead the creative and content team providing creative direction, mentoring, and coaching

Direct all creative work including print, websites, email campaigns, digital advertising, and video

Ensure company image and vision resonates with target audience with consistent communication and branding

Partner with Chief Marketing Officer and project managers to define strategy and build creative concepts on budget and on-time

Working in a project tracking system, managed all projects to align with organizational goals and financial objectives

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#### **HYDRO-GEAR**

#### **BRAND MANAGER**

Indianapolis, IN July 2013 - June 2018 Defined the creative strategy for the company and designed and produced all marketing collateral to support company vision

Identified and managed freelance photographers and videographers to support company creative

Created and effectively maintained brand & style guidelines to drive consistency across all channels

Lead the redesign of company website and implemented ongoing site changes, managed social engagement

Trade show management: including procuring all services (hotel, set-up/tear-down, transportation, videography, press releases, photography, etc.), as well as provided all creative, scheduling of booth personnel, and general on-site management

Developed strategic partnerships with merchandising vendors (created a company store), print vendors, marketing agencies, and creative agencies

Designed and produced marketing collateral for both recruiting and employee engagement

#### **1st GLOBAL**

#### **CREATIVE SERVICES DIRECTOR**

Dallas, TX Jan 2012 - July 2013 Responsible for overall design and branding of company and material

Built, influenced, and directed a team of artists and designers in print, video, and digital areas

Partnered with executives to define strategy and build creative concepts on budget and on-time

Oversaw creative direction for company events producing collateral for various media channels

Directed and designed advertising and direct mail campaigns through collaboration with marketing and sales to achieve higher client on-boarding

Implemented project tracking system and managed all projects to align with organizational goals and financial objectives

## GREENLEAF BOOK GROUP

### CREATIVE SERVICES MANAGER

Austin, TX June 2010 - Jan 2012 Provided direction and leadership to a creative staff of designers, interns, and freelancers, establishing personal goals, building and refining skills

Designed and implemented brand strategy guidelines & marketing collateral for clients

Working with marketing and editorial, designed and produced press kits that helped align messaging and branding for authors

Collaborated across departments to understand client needs, assigned and managed production schedules and directed design of client book covers and interior layouts to meet those needs

Monitored design industry standards and implemented new technologies as needed to provide continual training for staff

#### WILEY PUBLISHING

#### **CREATIVE DIRECTOR**

Indianapolis, IN April 2001 - Aug 2009 Managed creative meetings and strategy sessions with internal departments and external clients

Partnered with marketing and internal business stakeholders to identify and understand marketing strategies, goals, and branding opportunities for all products

Successfully directed a 2 year research and redesign of the For Dummies brand, resulting in a more targeted and up-to-date look and feel

Established, implemented, and maintained the For Dummies branding guidelines providing clear documentation for proper use of all brand elements through all mediums (print, digital, video)

Provide creative direction to maintain the For Dummies brand world-wide

Worked with clients to provide designs, consultations, and direction for numerous retail products licensing the For Dummies brand

Managed internal designers, production artists, and freelancers