

DANIELA RICHARDSON



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www.danielarichardson.com

Skills & Expertise

InDesign	●●●●●●●●	MS Office Suite	●●●●●●●●
Illustrator	●●●●●●●●	Multi-Page Design/Output	●●●●●●●●
Photoshop	●●●●●●●●	Photo Retouching/Editing	●●●●●●●●
Premiere Pro	●●●●●●●●	Creative Direction/Design	●●●●●●●●
After Effects	●●●●●●●●	Photography	●●●●●●●●
Dreamweaver	●●●●●●●●	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.

Hobbies



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

Indianapolis, IN
July 2013 - June 2018

BRAND MANAGER

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

Dallas, TX
Jan 2012 - July 2013

CREATIVE SERVICES DIRECTOR

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

Austin, TX
June 2010 - Jan 2012

CREATIVE SERVICES MANAGER

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

Indianapolis, IN
April 2001 - Aug 2009

CREATIVE DIRECTOR

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