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Proactive, highly collaborative ACD/Senior Art Director proven in conceptualizing, planning and leading major projects aimed at enhancing brand influence and improving consumer engagement. Trusted partner to clients in devising and activating strategies for multi-channel marketing materials.

Creative Design: Demonstrated record of excellence leading major creative projects for highly visible clientele in both freelance and agency environments.

Broad Breadth of Specialties: Creative Direction, Photo Art Direction Creative Strategy, Concept Development, Mentoring, Team Management, Integrated Marketing, Brand Development, Digital Media, Social Media, Copy writing.

Technical Expertise: Proficient in InDesign, Photoshop, Illustrator, PowerPoint, and Keynote, After Effects.

experience

2016 – present

Freelance Associate Creative Director

DeVries Global

Create branded social content, influencer marketing collateral and deck presentations, for Pantene, Nioxin®, Aussie, Coty, Olay®, Sephora®, iHop, P&G, and method. Support new business efforts, and design and manage internal branding collateral.

2005 – 2016

Associate Creative Director

Geometry Global (Formerly G2 USA)

Promoted through multiple roles to execute creative projects within fast-paced agency environment. Hired as Designer and progressed to Associate Creative Director. Partnered with account leadership and cross-functional teams to develop and launch solutions across digital and traditional platforms. Mentored, coached and led creative teams.

Heineken USA: Creative Director over design and development of marketing collateral for Heineken®, Heineken® Light, Desperados®, Dos Equis®, Newcastle®, Amstel® Light and Strongbow® Hard Apple Ciders.

Dunhill: Senior Art Director leading strategic concepts and design for marketing materials.

Pantone: Art Director spearheading development of marketing materials and advertising that promoted products and services expressly for the graphic, fashion and home segments.

Pizza Hut: Designer working with Creative Director on brand re-positioning for global dine-in markets.

2009 – present

Freelance ACD/Senior Art Director

Various Clientele

Deliver comprehensive suite of graphic design services to cross-industry clientele. Work with organizational principals to gather, analyze and translate needs into targeted branding solutions. Direct all facets of creative projects, from conceptualization through on-time execution.

Absolut Vodka: Conceptualize and create key art to persuade Hispanic consumers to choose Absolut for their holiday and sport viewing occasions.

Novartis Oncology: Conceptualized and created brand manifesto poster to promote new focus on patient education and engagement through info graphics and visual design.

Avion Tequila: Created key art based off concept ideas for key consumer materials.

education

2005

Fashion Institute of Technology

BFA in Graphic Design, Magna Cum Laude