



CONTACT

www.danielwill.com
[linkedin.com/in/danieljwill](https://www.linkedin.com/in/danieljwill)
daniel@danielwill.com
949.701.7099

EDUCATION

Colorado State University
Bachelor of Science, Marketing
Cum Laude

Art Institute of Seattle
Associate of Applied Arts,
Commercial Photography
Best Portfolio in Class

Collins College
Certificate, Graphic Design
Dean's List

SIT Graduate Institute
Certificate, TESOL

SOFTWARE

Adobe Certified Expert (ACE)

Adobe Creative Cloud
Photoshop, Illustrator, InDesign,
Acrobat, Firefly

Microsoft
Word, Excel, PowerPoint

BRANDING/CREATIVE DIRECTOR

DIGITAL | PRINT | PACKAGING | EXPERIENTIAL | UI/UX

Senior Branding/Creative Director with extensive proven experience in leadership and a track record of generating measurable results for Fortune 500 brands across diverse industries. Utilizes a hands-on approach to lead teams to conceptualize and deliver branding that generates consumer awareness and engagement in crowded markets. Experienced communicator adept at pitching novel ideas to win top-tier accounts.

Areas of expertise...

- Visual Storytelling
- Consumer and Brand Engagement
- Creative and Marketing Strategy
- Brand Development and Positioning
- CPG Packaging and Print Design
- Copywriting and Headline Writing
- UX/UI and Website Design
- Omnichannel Integration
- Loyalty Programs and Subscriptions
- Budgets and Marketing Operations

EXPERIENCE

DEKA LASH, LAKE FOREST, CA

Franchise Owner/Operator, 2022 – Present

Manage operations, marketing, creative, and staff for busy Lash Studio. Additionally supported corporate with marketing/branding through digital, print and packaging deliverables for all 130+ studios internationally.

- Delivered compelling digital and print designs, photography, illustration, and copywriting for corporate brand.
- Developed local digital marketing campaigns to increase traffic to studio.
- Managed budgets, staff and vendors to run studio while decreasing bottom-line.

Key Achievements:

- Grew top-line revenue 20% through digital marketing and retargeting campaign.
- Was chosen to design and launch new branding effort for Deka Lash corporate.
- Created a loyalty program and overhauled the membership model which resulted in increased conversion

NATROL, CHATSWORTH, CA

Head of Creative, 2018 – 2021

Led a team of four delivering packaging, print, digital, social, and broadcast creative for 200+ omnichannel products featured by global retail partners including Amazon, Walmart, CVS, and Costco. Collaborated with senior leadership and defined brand standards and story, balancing form and function to drive revenue growth.

- Aligned retail partnerships with brand standards, while solving design challenges.
- Inspired team members to reach peak performance through engaged mentorship while removing obstacles.
- Collaborated with product team to understand and communicate new product features and innovations.
- Balanced budget constraints with creative vision to drive consumer engagement while increasing revenue.

Key Achievements:

- Refocused the creative team to produce more effective deliverables, resulting in a 15% top-line growth in sales over two years.
- Redesigned Amazon A+ page content to better communicate product benefits, creating a sales lift of \$2M+ within three months.
- In immediate response to COVID-19 pandemic, refocused Natrol's immunity product line packaging designs and advertising creative, resulting in top-line sales increase of \$55M.
- Implemented cloud-based, creative project management platform that improved collaboration and became invaluable with the shift to remote workspaces.
- Redesigned Natrol website, adding eCommerce direct-to-consumer functionality and creating powerful new sales and advertising channels.

continued...



PLATFORMS

Productivity

Google Ads, Google Analytics,
Workfront, Monday

eCommerce (working knowledge)

HTML, CSS, Javascript, WordPress,
NetSuite, Magento, Shopify, FDM4

BRANDS/CLIENTS

Automotive

Honda, Scion, Toyota, Infiniti,
Mercedes-Benz, Lexus, Hyundai

Telecommunications

Cox, DirecTV, Time-Warner

Food

Coca-Cola, ConAgra, Nestle, Oroweat

Lifestyle/Fashion/Beauty

Michael Kors, ASICS, Airwalk, Speedo,
Sena Cases, Deka Lash

Electronics

Gateway, Dell, Olympus, Roland

Travel

Lufthansa, Northwest Airlines

Financial

Experian, Pacific Life Securities

Pharmaceutical/Medical/VMS

Allergen, Kaiser Permanente, Natrol

Home/Small Products/Toys

Avery Dennison, Noritz, Playskool

COTTON HERITAGE, COMMERCE, CA

Marketing/Creative Director, 2016 – 2018

Steered creation of print and digital ads and cultivated relationships with editors at top publications to grow brand through advertising and editorial exposure. Led team of five marketing and creative professionals in design, development, and production of collateral.

- Spearheaded complete rebranding initiative while writing headlines and ad copy to elevate the brand in the marketplace.
- Drove cost reductions at the department and company-wide levels.
- Managed eCommerce site and delivered improved user experience (UI/UX).

Key Achievements:

- Developed and launched marketing plan triggering 724% increase in marketing exposure.
- Secured first-ever company placement on cover of *Printwear Magazine* and *Impressions Magazine*, leading industry publications.
- Refocused marketing program which boosted read rate from 0.2% to 34% and also delivered an open rate of 77% with introduction of remarketing campaign.
- Gained 35K targeted impressions a month by deploying digital retargeting campaign.

MINACS MARKETING SOLUTIONS, IRVINE, CA

Creative Director, 2013 – 2015

Led team of 14 in California and Michigan to develop effective, on-brand creative. Orchestrated complete overhaul and transformation of program creative to exceed expectations. Advised top Honda executives on creative direction.

- Conducted nationwide focus groups to test / refine communications prior to launch.
- Provided hands-on direction for multi-channel digital, and direct mail campaigns.
- Designed and produced highly variable, personalized digital and print communications through responsive digital UI/UX.

Key Achievements:

- Designed multi-year post-purchase program to grow brand awareness, increase owner satisfaction, and lift repurchase rates.
- Oversaw creative design across interactive, and print channels for multiple Honda programs, including the \$37M Honda Owners Lifecycle Communications (HOLC) program and Honda Financial Services.

SENA CASES, IRVINE CA

Marketing/Creative Director, 2008 – 2012

Managed marketing, creative, and related staff for multiple brands, including key clients Sena Cases and Michael Kors.

- Delivered compelling web design, print design, photography, illustration, and copywriting.
- Effectively liaised with product team at Apple to facilitate sales of Sena branded premium leather cases at Apple Store third-party retail locations nationwide.

Key Achievements:

- Grew revenue by 583% in three years by leading rebranding effort and effectively positioning products within market.
- Played key role in securing licensing agreement with Michael Kors for Sena to produce private label Michael Kors branded cases.
- Enhanced web presence, refreshing eCommerce store UI/UX and launching effective social media campaigns.