

## the PHILOSOPHY

Each creative project needs to be started with one idea – this will save the world. Clients feel this way about their products. As Creative Lead, it's my purpose to express this to their customer base through visual design, branding strategy, web and user interface, content development, communication and marketing analytics.

## skill SET (and spike)

A lot can be said about drive and desire, but what are the experience and skills?

### EXPERIENCE

- 8-plus years in-agency design
- 7-plus years inner-department marketing design
- 5-plus years marketing analytics
- Diverse client base ranging in the tech industry, sports, luxury resorts, not-for-profit, B to C and B to B

### SKILL SET

- Branding concept, development and enforcement
- Conception of collateral, advertising, media, web presence, internet & digital media, logo design
- Direct client relations of understanding end-goal ideas and selling on the over arching concept presented by the design team
- Website development
- Headline, body copy, email and storyboard writing
- Team leadership of projects with designers, videographers, copywriters and educating clients on concepts
- Marketing analytics and lead gen

### TOOLS

- Expert-level InDesign, Photoshop, Illustrator and Acrobat Pro
- Design and editing with After Effects and Premiere Pro
- Expert-level WordPress skills, HTML and CSS
- Layout expertise in MS Word, Excel and PowerPoint
- Google Analytics, SEO and marketing automation



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## history LESSON

### TRAPP TECHNOLOGY | June 2015 - October 2019

Creative Lead and Art Director, brand development, copywriting, illustration, web development, event branding, SEO, client relations, marketing analytics and automation. Mentoring junior designers, videographers, copy writers and marketing coordinators.

#### NOTABLE SUCCESSES

- Recreating the Trapp Technology brand to a progressive, modern IT company set apart from its competitors. Website, social media, collateral and email marketing. Company visibility and profits increased by 70% over a two-year period. Qualified lead gen increased by 300%.
- Developing and creating the DOTVOX and ArmorPoint brands from square one. Website, collateral, video and automated marketing. Immediate impact in the marketplace as leaders of the industry.
- Creating and designing the Tech Me Out to the Ballgame networking event. Logo design, website, collateral and event management. Countless leads generated across a newly-developed network of IT companies in the Phoenix area.
- Email marketing management. Strategizing email marketing messaging to generate qualified lead gen.

### RJD CREATIVE – REMOTE DESIGN AGENCY | June 2007 - 2015

Art Director, graphic design, brand development, copywriting, illustration and web development.

#### NOTABLE SUCCESSES

- Creating and developing the North American brand for Mitel Networks. Website, collateral, convention events and brochures.
- Unifying the MBSi software family of brands. Branding, collateral design, logo design and marketing strategy.
- Executing the Wounded Warrior Project family of brands across a multitude of media. Creating the Soldier Ride national cycling races design from jersey to invites.

### IN ONE ADVERTISING & DESIGN | 2001 - 2005

Art Director/Senior Graphic Designer, brand development, graphic design, copywriting, illustration and web development.

#### NOTABLE SUCCESSES

- Managing a team of junior designers and copywriters to create for and manage a variety of clients needs.

## ahh CULTURE

A growing boy can't function on eating and breathing marketing alone. To keep me centered, you can find me running on a Ragnar team, biking some trails, jamming with a local cover band or simply cooking dinner for my wife and playing with my kids.