

DAMON REINE

CREATIVE DIRECTOR

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THE SUMMARY

- Creative leader with 20-plus years' experience, having increased lead generation by 400% at recent roles.
- Directed creative teams of graphic designers, website developers, videographers, social media gurus and copywriters
- Enhanced customer experiences through strategic marketing and content initiatives, driving measurable market growth

EDUCATION

Bachelors Degree in Graphic Design
Arizona State University

TOOLS

- Expert-Level Adobe Creative Suite: InDesign, Photoshop, Illustrator, Adobe XD, and Acrobat Pro. WordPress, HTML, and CSS
- Design and Editing with After Effects and Premiere Pro
- Visual and Written Communication
- Graphic design and typography
- Experienced in Figma, Canva, Slack, and Asana
- Well versed in Microsoft Office (Word, PowerPoint and Excel), and Google Workspace
- Google Analytics, SEO, Marketing Automation,
- Extensive experience with CMS tools such as: HubSpot, ActiveCampaign, Keap, Act-On, and Groove

SKILL SET

- Creative direction and brand design in a diverse client base spanning B2B and B2C marketing: SaaS, financial tech, cybersecurity, technology, digital marketing, among others
- Strategic thinking and collaboration with executive team, internal stakeholders, sales, dev tech, account managers, marketing, and clients to develop and execute creative solutions with lasting results
- Superior content creation of offline and online marketing, including logo design, interactive (UX design), digital advertising, visual communication, storytelling, brand management, and email campaigns. As well as copywriting, storyboarding and analytical planning to achieve differentiation from competitors
- Managing creative budgets, prioritize projects, and resourcing management
- Motivational creative leadership, uniting designers, website developers, videographers, and copywriters to deliver remarkable products while working directly with clients on all aspects of production

WORK EXPERIENCE

GENIUS MONKEY | Tempe, AZ | January 2020 - May 2025

Creative Director and Marketing Automation Manager

Genius Monkey is a SaaS omni-channel programmatic company utilizing developer-built, proprietary software to provide data and analytics for clients.

As creative director, executing brand development, digital marketing, campaign execution, copywriting, creative production, website development, client relations, social, marketing analytics, and automation. Built and lead a team of graphic designers, website developers, videographers and copywriters.

- Led rebranding initiatives, launching a new website and innovative marketing strategies that boosted brand recognition by 30%.
- Leveraged a unified customer journey to increase lead generation by 400%.
- Elevated brand identity to drive dramatic market growth and record profits over a three-year span

TRAPP TECHNOLOGY | Phoenix, AZ | June 2015 - October 2019

Creative Director and Marketing Automation Manager

Trapp Technology is a SaaS company providing cybersecurity, managed services, cloud application hosting, and VoIP services.

As creative director, executing brand development, content strategy, copywriting, web development, client relations, social, marketing analytics and automation. Management of junior designers, videographers, and copywriters.

- Positioned Trapp Technology as a progressive, modern IT leader
- Increased company visibility and profits by 70% and boosted marketing leads by 300%.
- Created and launched DOTVOX and ArmorPoint brands, strengthening overall brand portfolio

PROFESSIONAL EXPERIENCE (CONT'D)

RJD CREATIVE DESIGN AGENCY | Phoenix, AZ | June 2007 - June 2015

Art Director.

RJD Creative is a boutique design firm providing large-scale agency services for SaaS companies.

As art director, graphic design, brand development, copywriting, illustration, and web development.

- Creating and developing the North American brand for Mitel Networks. Website, collateral, convention events and brochures.

DAMON R DESIGNS | Phoenix, AZ | June 2007 - June 2015

Independent Creative Director and Marketing Services

Providing contract creative director services, executing brand development, copywriting, web development, client relations, social, marketing analytics and automation. Management of junior designers, videographers, copywriters and marketing coordinators.

IN ONE ADVERTISING | Scottsdale, AZ | January 2001 - June 2007

Graphic Designer / Art Director

IN ONE Advertising was a design firm specializing in marketing for luxury resorts and country clubs.

As art director, graphic design, brand development, copywriting, illustration, and web development.