

DAMON REINE

CREATIVE DIRECTOR

damonrice@gmail.com 602-524-1866
damonrdesigns.com linkedin.com/in/damon-reine
2227 S. Saratoga, Mesa, Arizona 85202

THE SUMMARY

Hands-on creative direction experience designing visual identity, digital marketing campaigns, print collateral, events, experiential, outdoor, video, UX/UI, email, and web content for B2B SaaS technology companies including cybersecurity. Managed creative teams of graphic designers, website developers, videographers, social media gurus, and copywriters. Worked cross-functionally across sales, marketing, stakeholders and outside vendors providing project management and quality control.

WORK EXPERIENCE

GENIUS MONKEY | SaaS Programmatic Marketing | Tempe, AZ | January 2020 - May 2025

Creative Director and Marketing Automation Manager

- Built and evolved brand identity, launching a new website, marketing campaigns, and digital experiences
- Designed customer journeys through storytelling across all touch points from email to digital ads, motion & video, social, web, and landing pages
- Produced sales collateral including event collateral, swag, one pagers, presentations, and funnel-based marketing

TRAPP TECHNOLOGY | SaaS, Managed Services, Cybersecurity | Phoenix, AZ | June 2015 - October 2019

Creative Director and Marketing Automation Manager

- Implemented complete rebrand of all marketing collateral: email, social, digital, event, and web.
- Increased company visibility and profits by 70% and boosted marketing leads by 300%.
- Created and launched ArmorPoint Cybersecurity brand and DOTVOX, strengthening overall brand portfolio

SKILLS

- Creative direction and brand design in a diverse client base spanning B2B and B2C marketing: SaaS, financial tech, cybersecurity, technology, programmatic 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
- Performance-based content creation of offline and online marketing, including logo design, interactive (UX design), digital advertising, visual communication, storytelling, motion & video, brand management, and email campaigns. As well as copywriting, storyboarding and analytical planning to achieve differentiation from competitors
- Using data and key performance metrics to measure and predict current and future marketing effectiveness
- Motivational creative leadership, uniting designers, website developers, videographers, and copywriters to deliver remarkable products while working directly with clients on all aspects of production

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 motion/production software After Effects and Premiere Pro
- Visual and written communication
- Graphic design and typography
- Expert 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