**DAN MCNULTY**

ACCOUNT EXECECUTIVE / DESIGN DIRECTOR

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An award-winning brand/marketing strategist and creative design leader with 20+ years of excellence in crafting compelling brand identities and marketing campaigns for both Fortune 500 and startup clients. Excels in leveraging cutting-edge marketing/design frameworks and concepts to revitalize brands and strategically position new products while driving process improvements across the design process. A recognized industry leader honored with numerous awards and published in every major design/industry publication, and an innovative problem solver who builds high-performing creative teams to deliver under aggressive timelines.

**AREAS OF EXPERTISE**

Organizational Leadership | Client and Account Management | Creative Strategy | Creative Direction | Brand Design Planning | Project Management | Presentation Development and Delivery | Research and Analysis | Corporate Brand Management | Design and Implementation | Proposals and Contract Negotiations | Strategic Planning | New Business Development and Marketing | Vendor and Resource Management | Team Development and Training | Art Direction and Concept Development | Market Analysis

**CAREER HIGHLIGHTS**

* **Founded MC BrandStudios – a marketing and brand management firm** specializing in developing identity programs, strategic brand development, advertising, packaging, collateral, and websites for Fortune 500, 1000, and start-up companies.
* **Saved 15% in creative development costs and guaranteed project revenues year after year** by selling multiple-year concepts that created greater efficiencies in the overall project process for Calavo Growers.
* **Led a team of designers, art directors, photographers, and creative directors/ copywriters for CBRE** while managing the annual budget, conserving client time, and increasing production efficiencies, generating 100+ projects annually.
* **Won numerous industry awards for Fortune 500, 1000, and start-up companies** by leveraging an insightful mix of brand strategies and design concepts to develop impactful marketing campaigns and enhance corporate brand image.
* **Oversaw the launch of the Vertu luxury cell phone line for Nokia USA** while integrating brand guidelines for all collateral material, packaging, typography, and color systems (created in 5 languages with a product launch in 7 countries).
* **Directed the development of numerous projects**, such as Corporate and Marketing Collateral, Annual Report and Proxy Design, Identity Systems, Package Design, Trade Show Design, Website Design, and Static and Dynamic Banners.
* **Worked with a broad range of clients from diverse industries,** including B2B, Agriculture, Consumer, Commercial Real Estate, High Technology, Pharmaceutical, Biotechnology, Medical Devices, Non-Profit, and Utilities.
* **Honored in national/international competitions and publications,** including The AR100 Annual Report Show, American Corporate Identity, Communication Arts, Graphis Annual Reports, and Orange County NIRI AR Awards.
* **Featured on CNBC's Squawkbox and delivered a presentation as the guest speaker at Art Center College of Design** and Santa Monica City College.
* **Received a multitude of awards across career** from American Graphic Design Awards, Graphic Design USA, Communication Arts Design Annual, Print Regional Design Annual, MerComm Annual Report Competition and Sappi Paper, Ideas that Matter.

**PROFESSIONAL EXPERIENCE**

**MC BRANDSTUDIOS,** Camarillo, CA 1992 to September 2020

**Founder / Account Executive / Design Director**

* Spearheaded new business development, coordinates client relationships and public relations for the company, and negotiates and determines the terms and conditions of client contracts.
* Supervised and manages a creative team of designers, art directors, photographers, project managers, and copywriters while providing clear art and creative direction, mentoring junior staff, leading creative brainstorming, and idea generation.
* Served as the Design Lead on various major brand initiatives – overseeing projects from concept to completion while interacting closely with all the major clients.
* Collaborated with Creative Director, designers, production teams, and a diverse range of B2B and B2C clients to create award-winning traditional and digital advertising and marketing deliverables.
* Facilitated client-facing meetings while presenting design briefs and various creative directions with a strong success rate, and develops original concepts, designs, and campaigns around the selected directions.
* Supported the successful and prompt delivery of projects to clients within a dynamic environment by utilizing project management tools (CMS) to oversee project schedules, timelines, and workflows.
* Led a staff of employees, designers, production designers, administration staff, photographers, illustrators, copywriters, and printers within the company.
* Coordinated with clients at all stages of project work and identifies the needs, goals, objectives, and financial capacity while finalizing budgets and managing the accounts.
* Guided creative teams to deliver category-defining brand and marketing communications, ensuring that work across teams (accounts, strategy, project management) and levels was inclusive, collaborative, and client-friendly.
* Developed brand identity programs, advertising, packaging, annual reports, collateral, and websites for clients in; agriculture, biotechnology, commercial real estate, consumer, technology, environmental engineering, utilities, and non-profit organizations.
* Established interpersonal business relationships with clients at all levels, vendors, and internal teams while utilizing extensive expertise in project coordination and management.
* Planned and executed photo shoots, model casting, location selection, and on-site art direction while directing freelance and design/production teams.

**ADDITIONAL EXPERIENCE**

**Senior Designer / Account Manager /** GEORGOPOULOS/IMADA DESIGN ASSOCIATES**,** Los Angeles, CA

**Junior Designer / Project Manager /** SARGENT AND BERMAN DESIGN FOR MARKETING**,** Los Angeles, CA

**EDUCATION**

**Bachelor of Fine Arts (BFA) in Graphic Design / Packaging /** Art Center College of Design / Pasadena, CA

**Graphic Design /** Santa Monica City College / Santa Monica, CA

**TECHNICAL EXPERTISE**

**Adobe Creative Suite (Adobe PhotoShop, Adobe InDesign, and Adobe Illustrator) / Pages / Microsoft Office Suite**

**Wix / Google Tools**

**PROFESSIONAL AFFILIATIONS**

**Member /** American Institute of Graphic Arts (AIGA)

**Member /** National Investor Relations Institute (NIRI), Orange County

**Member /** Arts Center College of Design Alumni Group