



## DANI FLORIAN //

CREATIVE DIRECTOR | CONTENT STRATEGIST

Innovative and passionate visionary with comprehensive experience in conceptualizing and directing creative marketing and advertising campaigns centered on elevating visual identities through the entire consumer journey.

Repeated success in supervising robust fashion campaigns for leading brands by determining perfect balance between visual and narrative content. Passionate about fashion, photography, and brand development. Exceptional talent for formulating fascinating concepts and briefs for all global and regional campaigns. Demonstrated ability to devise and deploy innovative brand, digital content, and multi-channel marketing strategies. Excel at spearheading creative projects from conception to completion. Skilled at building and fostering long-term professional relationships with clients, management, and staff personnel. Outstanding record of leading and mentoring a team of graphic designers, art directors, and content creators for attaining combined objectives.

## AREAS OF EXPERTISE //

- Creative Strategy Development
- Art & Creative Design Direction
- Campaign Planning & Organization
- Innovative Thinking & Storytelling
- Leadership & Talent Development
- Market Research & Trend Analysis
- Creative Project Management & Budgeting
- Brand Development & Marketing
- Presentation Skills
- Client Relationship Management

## CAREER EXPERIENCE //

**CALERES, INC. | OCT 2017 – PRESENT**

ST LOUIS, MO

**CREATIVE DIRECTOR (JAN 2023 – PRESENT)**

Lead cross-functional creative teams to conceptualize, develop, and execute dynamic campaigns and projects that align with brand objectives and strategic goals. Craft compelling visual narratives, ensuring consistency, and maintaining brand integrity while exploring new design trends. Responsible for 360-degree creative strategy across a variety of media, such as film, social & web content, print, online video, e-commerce, CRM, event graphics and collateral, digital media, email campaigns, websites, packaging, and store design. Skilled in providing clear, inspiring creative direction and feedback to team members, fostering a collaborative and innovative environment. Manage multiple projects simultaneously, ensuring they are delivered on time and within budget while maintaining the highest quality standards. Build and maintain strong client relationships, translating their vision into effective creative solutions. Thrives in a fast-paced, ever-evolving creative landscape, adapting to emerging technologies and trends while maintaining a commitment to quality and brand consistency.

- Acts as brand leader and editor across all touch points to ensure an ownable look and feel for multiple brands to increased brand awareness, drive emotional attachment, and elevate brand voice and style.
- Brings a unique blend of artistic sensibility, strategic thinking, and leadership expertise to guide cross-functional teams in achieving and surpassing creative objectives.
- Keen eye for fashion and marketing trends, partners with the Head of Design to ensure the seasonal product strategies are aligned to brand standards, consumer trends and overall commercial strategy.

**ASSOCIATE CREATIVE DIRECTOR (MAY 2021 – JAN 2023)**

Devise, plan, and organize engaging art and marketing campaigns for enhancing brand outreach and engagement. Steer a highly skilled creative team tasked with scheming and crafting strategic material for marketing campaigns. Analyze team performance and provide guidance regarding the development of robust, creative design solutions. Guarantee utilization of pertinent and accurate style in line with brand's position and the target audience while conducting creative tasks. Assisted Creative Director in formulating effective concepts and advertising strategies.

- Recognized for designing and developing efficacious campaigns for Naturalizer, SOUL, and 27 Edit brand.
- Conceptualized and actively launched new brand campaign partnerships in compliance with Naturalizer's core values of diversity, inclusivity, and sustainability.
- Enhanced process for brand portfolio to promote elevated design and photography by establishing in house content team.

## CAREER EXPERIENCE //

### CREATIVE DESIGN MANAGER (DEC 2019 – MAY 2021)

Designed, developed, and managed robust marketing campaigns for promoting brands and boosting customer outreach. Led a creative team through delegation of project assignments, coaching, providing critical feedback and performance management. Prepared and delivered wholesale guides, marketing material, promotions graphics, and advertising assets. Monitored team productivity, identified areas needing improvements, provided valuable feedback, and orchestrated training sessions for enhancing performance. Flourished a positive environment, as well as established and nurtured trusted relationships with all creative channels.

- Successfully created and delivered compelling designs whilst ensuring compliance with quality standards.
- Oversaw on-brand visual communications for attracting target audience across all digital and social media platforms.

### ART DIRECTOR & DESIGNER (MAR 2018 – DEC 2019)

Efficiently directed shoots for all brands, as well as led the development of artistic in house marketing and promotional campaigns. Acquired thorough insights regarding brand's targeted consumers to stay updated on newest fashion and current footwear trends. Supervised a high caliber team of photographers, graphic designers, production artists, and creative staff personnel for devising robust marketing and advertising content.

- Engaged emotionally with consumers by creating unique concepts and ideas through integration of essential design, creative management, and art direction functions.
- Promoted positive awareness regarding the brand throughout all channels while focusing on retail and digital experiences.

### GRAPHIC DESIGNER (OCT 2017 – MAR 2018)

Developed fascinating graphic design solutions for all brand touch-points while emphasizing on digital design and visual merchandising. Supported in the creative implementation of innovative web, print, and branded materials' design concepts by closely collaborating with marketing and creative team. Illustrated concepts by creating samples of art arrangement, size, and style in line with the requirements.

- Designed and created logo, brand guidelines, print and packaging design, and photography aesthetic while serving as Lead Designer for 27 Edit's branding.
- Instigated compelling storytelling in store for boosting foot traffic and brand awareness by teaming with Visual Marketing team during Naturalizer's rebranding.

### CPG | MAY 2016 – OCT 2017

SAINT LOUIS, MO

#### GRAPHIC DESIGNER

Conceived and crafted various engaging and creative branding for immersive experiential designs. Innovated new visual possibilities for impacting consumers while adhering to existing brand standards. Created exciting visual identities for established brands, designed custom proposals, and created quality themes for maximum outreach and engagement.

- Spearheaded and delivered several creative projects within time and budgetary constraints.
- Played a key role in fostering mesmerizing experiences for Fortune 500 companies via creative immersive designs.

## EDUCATION //

### BACHELOR OF ARTS IN ADVERTISING & MARKETING COMMUNICATIONS

Specialized in Art Direction & Graphic Design | Minor in Photography

Webster University, Webster Groves, MO, 2016

## TECHNICAL PROFICIENCIES //

Proficient in industry-standard graphic design software such as Adobe Creative Suite, Sketch, Figma. Knowledge of video editing software such as Adobe Premiere Pro, Final Cut Pro, Adobe After Effects. Understanding of typography principles and proficiency in selecting and pairing typefaces effectively for various design projects. Strong grasp of color theory principles and the ability to use color effectively to evoke emotions and convey messages in design. Knowledge of print production processes, including prepress, file preparation, and understanding of various print techniques and finishes. Understanding of responsive design principles and experience in designing for various screen sizes and devices. Familiarity with user interface (UI) and user experience (UX) design principles, including wireframing, prototyping, and usability testing. Basic photography skills and knowledge of photo editing software such as Adobe Lightroom or Photoshop for image manipulation and enhancement.