

DANNY PALOMINO

BRANDING & CREATIVE CONTENT PROFESSIONAL

CONTACT

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PROFILE

Creative, marketing, and brand professional with **18 years of experience** in creative services, brand development, diverse marketing operations, communications, and campaign planning and development. Successful in creating and executing innovative and compelling creative campaigns through strong leadership, creative strategy and efficient project organization.

EXPERTISE

Creative Content Strategy

Brand Development

Project Management

Build, Lead and Develop
Design Teams

Marketing & Advertising
Campaign Strategy

Passionate Protector
of the Brand

PROFESSIONAL EXPERIENCE

Port of San Diego

Creative Brand Manager, Marketing & Communications | 2016 - Present

Oversee creative direction for entire organization, supporting all marketing campaigns spanning multiple industries. Directly manage and oversee internal multimedia design team, external design agencies and freelancers.

- Manage all creative deliverables, including collateral, advertising, web, social media and video production, in support of over 25 departments.
- Lead creative ideation of innovative and targeted campaigns, from creative concepting, to development of strategic briefs and frameworks, to on-time execution of all campaign production.
- Foster and develop recently established brand organization-wide, through implementation and application of branding standards.

Sycuan Casino

Manager, Marketing Production | 2012 - 2016

Managed all creative projects produced by an internal design team, including paid/owned media, collateral, web, social media, and video production.

- Managed design and production schedules of over 250 projects monthly, across a seven-person design team.
- Worked closely with external agencies, freelancers and vendors, ensuring high-quality, timely and on-brand content.
- Responsible for continuously improving in-house creative operations, developing efficient workflows and project management tools.

LANGUAGES

English
Native speaker

Spanish
Native Speaker

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SKILLS

Adobe Creative Cloud Suite
Microsoft Office
Basecamp
Omniture
Trello
Portfolio
FileMaker Pro
FourWinds Content Manager

AWARDS

2019 CAPIO Awards

Epic Award: Marketing Plan
Epic Award: Video Production

2018 MarCom Awards

Gold: Branding
Gold: Social Ad Campaign

Silver: Integrated Marketing
Silver: Print Media Advertising
Silver: Promotion & Marketing Materials

2018 AAPA Awards

Award of Excellence: Overall
Award of Excellence: Video

PROFESSIONAL EXPERIENCE (CONTINUED)

San Diego Padres

Manager, Marketing & Creative Services | 2005 – 2011

Responsible for overall creative strategy in support of all marketing and brand initiatives, including promotions, advertisements, events and offers. Created and managed internal design team responsible for production of all branded projects, implementing an effective project communication flow.

- Led re-design of brand marks and uniforms, working closely with the Senior VP of Brand Development and the President & COO.
- Created, developed, and managed in-house design team responsible for establishing and executing the brand across all program areas.
- Created and administered online content for website and newsletters, with email mailing lists of over 100,000.
- Handled day-to-day marketing and creative execution, applying data and metrics to ensure high-quality and effective content.

EDUCATION

San Diego City College

AA Visual and Performing Arts Graphic Design
Present

University of California, Berkeley

BA in Political Science
2004