

Daniel P. Cady

BRAND STRATEGY & CREATIVE DESIGN

Profile

Accomplished entrepreneurial brand strategist and hands-on art director. A multidisciplinary content marketer with a distinguished track record for executing high-impact strategies that become high-powered branded solutions.

- ▶ Leading branded and creative projects that range in size and scope —personally playing a key role on numerous simultaneous projects across channels and platforms.
- ▶ Generating clear and defined results leveraging market research and customer data to meet specific business objectives.
- ▶ Seeking to impact a consumer-first organization, building value — generating brand affinity and paving the way for new opportunity.

Professional Experience

Brand & Deliver, *Los Angeles, CA*

Brand Strategist & Creative Designer | Nov 2021 – Present

Currently supporting the growth and development of socially conscious entrepreneurs as they build brands, products, and services in the consumer packaged goods and technology categories.

- ▶ Building comprehensive strategy programs - road maps that guide organizations to clarity and understanding of mission, vision, and values, as principles to guide business objectives.
- ▶ Creating consistency for "look & feel" along with tone & voice through the execution of design and content from identity systems to marketing campaigns.

PeaTos, *Los Angeles, CA*

Director of Creative Services | Oct 2017 – Nov 2021

Recruited into the startup CPG company to launch of its healthy snack brand into an highly crowded category — leading the creation of all consumer and B2B touch points and helping to successfully reach \$6M in retail sales within 1 year of launch.

- ▶ Successfully expanding the brand from a single offering to multiple products — steering its omni-channel evolution from strategy to execution across retail and digital in just 120 days.
- ▶ Building brand advocacy through digital programs from the ground up, galvanizing the most vocal consumers into an army of 40k micro-influencers — further increasing purchase and lift.

Etihad Airways, *Abu Dhabi, UAE*

Design Manager | Sept 2013 – Apr 2017

Referred into a creative leadership role within Abu Dhabi's national airline, applying the brand's ambitious vision of re-imagining travel across the customer experience — transforming all customer touch points into a distinct, best-in-class guest experience.

- ▶ Reporting directly to executive leadership, spearheading numerous high-priority projects —driving brand innovation across the organization for Advertising, Airport Services, Corporate Communications & Sponsorships, Digital Marketing, Guest Experience, and In-Flight Entertainment.
- ▶ Shaping critical brand initiatives — launching Web experiences, mobile applications, innovative VR strategies, advertising campaigns, experiential & event programs, and new livery & team uniforms.

Areas of Expertise

- ▶ Brand - Strategy & Execution
- ▶ Content Strategy — Short & Long-Form Content, Digital, Mobile, Social, Influencer, Experiential, Print, Integrated
- ▶ Design & Visual Storytelling — Positioning, Identity, & Experience Design
- ▶ Information Architecture, UX/UI, & Customer Journey Mapping
- ▶ ConsumerData & Trend Research, Intelligence, and Insights
- ▶ Growth / Performance / Process Optimization & Critical Thinking
- ▶ Cross-Functional Team Leadership, Resource Planning, & Stakeholder Steering

Key Qualifications

CREATIVITY DRIVER

Battle-tested hands-on creative leader with strong practical & business sense and a unique perspective from years of on translating insights into effective campaigns, and content.

MULTIDISCIPLINARY IDEATOR

Strategist and brand evangelist with a boundless curiosity for finding patterns within ambiguity — observing, questioning, and analyzing every angle to develop actionable plans that unlock bona fide consumer value.

VISION & PROJECT OWNER

Hands-on big picture thinker — with a sharp focus on short-term goals, long-term strategy, and ROI.

RESOLUTE LEADER & ADVISOR

Thrives under pressure navigating complex situations using a high degree of grace, diplomacy, and sound judgment — with grit, determination, and a smile.

BRIDGE BUILDER

Maximizing resources to their potential - rallying teams and bridging the sometimes-divergent gap between technology, creative, and business stakeholders to connect the dots and consistently deliver on-target.

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Alitalia, *Fiumicino, Italy*

Design Manager | Jan 2016 – Jan 017

Tapped by Etihad Airways leadership to build an in-house team within its Italian partner airline, standardizing, centralizing, and revitalizing marketing, branding, and design across its newly-acquired portfolio of flagship airlines — Alitalia in Rome, AirBerlin in Berlin, and Air Serbia in Belgrade.

- ▶ Rebuilding the local marketing team into a high-performing shared resource for use by all partner airlines within 10 months of inception — successfully re-framing brand strategies and standards.
- ▶ Developing integrated marketing strategies supporting new livery launch, brand identity systems and 'Made of Italy' campaign throughout 2016.

DreamsCreative, *Abu Dhabi, UAE*

Creative Director | Mar 2010 – Jul 2013

In the spirit of adventure, relocating to the Middle East to join the Abu Dhabi-based marketing agency as its creative leader — introducing streamlined workflows, building a multinational team, training up its capabilities & skills and scaling the organization into a successful full-service creative machine.

- ▶ End-to-end fostering a culture of strategy & service — growing the team from 5 local members to 15 cross-functional international personnel, managing client & partner relationships, leading all pitches, and successfully steering the company into rapid growth.
- ▶ Playing a key role in unlocking a strategic cost advantage in an ultra-competitive marketplace — securing & building relationships with a range of clients, including government agencies, hospitality & tourism companies, and the UAE's Royal Family.

Ripple Enterprises Inc., *Culver City, CA*

Senior Digital Designer | Dec 2007 – July 2009

Recruited into the progressive, celebrity-focused digital agency in a design leadership capacity to help build a first-of-its-kind product platform / hub for celebrities to centrally aggregate and manage their brand personas across the Internet during a pivotal evolutionary period for social media and mobile.

- ▶ Developing unique scalable branded solutions — interfacing directly with celebrity clientele like Lauren Holly, Greg Grunberg, David Alan Grier, Aisha Tyler, and Chuck Liddell, coaching them on digital marketing, content strategy, and online reputation management.
- ▶ Cultivating an environment for driving innovation and product development — contributing significantly to the information architecture, user experience, and interface design to transform complex functionality into effective and easily replicated solutions at scale.

Mattel Toys, *El Segundo, CA*

Senior Digital Designer | Aug 2002 – Dec 2007

Joined the global toy giant to reimagine the digital vision for the Hotwheels brand — transforming its primary online touchpoint from a passive experience into a digital destination reflecting the brand's core values of play, fun, and excitement, catapulting the site into the #2 space on the Web for kids.

- ▶ Driving cross-functional collaboration between Hotwheels.com and Matchbox.com stakeholders — receiving a masterclass in navigating a complex corporate structure to sell-in plans, obtain approvals, and guide robust executions from ideation through completion.
- ▶ Significantly restructuring the brand experience, enhancing play patterns, storytelling, UX, game design, and call to action with sound best practices — dramatically improving engagement, content stickiness, click-through, and time-on-site, driving impressions from 30k to 1M / month globally.

Education & Training

National University, *Irvine, CA*

Bachelor of Arts, Interdisciplinary Studies with a Concentration on Education | 2012

FIDM, *Los Angeles*

Associate of Arts, Graphic Design | 1999