

Daniel P. Cady

MARKETING STRATEGY, BRAND, & CREATIVE LEADERSHIP | DESIGN & VISUAL STORYTELLING

Profile

Accomplished entrepreneurial marketer, hands-on creative, and multidisciplinary content producer with a track record of executing high-impact strategies, leading production teams, injecting best practices across the customer journey, and positioning established and emerging brands for maximum engagement and competitive advantage.

- ▶ Led the end-to-end production of countless creative projects and endeavors ranging in size and scope — personally playing a key role on numerous simultaneous projects on any given day.
- ▶ Passionate about unlocking insights into human behavior, inspiring cross-functional teams to deliver greatness, and distilling complexity into experiences that solve critical challenges.
- ▶ Seeking to impact a consumer-first organization, playing a pivotal role in rigorously bringing big creative ideas and dynamic marketing programs to life — generating brand affinity and paving the way for new opportunity.

Professional Experience

PeaTos, *Los Angeles, CA*

Director of Creative Services | 2017 – Present

Recruited into the startup CPG company to architect and design the launch of its healthy snack brand into an extremely crowded category — leading the creation of all consumer and B2B touch points and helping to successfully transition from \$0 to \$3M in retail sales within 9 months of launch.

- ▶ Play a key role in expanding the brand from a single offering to multiple product lines — steering its omnichannel evolution from strategy to execution in the retail and digital spheres in just 120 days.
- ▶ Built brand advocacy program from the ground up, transforming and digitally galvanizing the most vocal, active consumers into an army of 40k micro-influencers — further increasing purchase and lift.

Etihad Airways, *Abu Dhabi, UAE*

Design Manager | 2013 – 2017

Referred into a creative leadership role within Abu Dhabi's national airline, seamlessly applying the brand's ambitious vision of reimagining the travel experience from end-to-end — transforming all global customer touchpoints into a distinct, best-in-class guest experience.

- ▶ Reporting directly to executive leadership, spearheaded numerous high-priority, ad hoc projects — driving brand innovation across the organization for Advertising, Airport Services, Corporate Communications & Sponsorships, Digital Marketing, Guest Experience, and Onboard Entertainment.
- ▶ Played a key role in shaping and executing critical brand initiatives — launching a W3C-compliant Web experience, mobile applications, innovative VR strategies, advertising campaigns, experiential & event programs, and new livery & team uniform designs.

Alitalia, *Fiumicino, Italy*

Design Manager | 2015 – 2016

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.

- ▶ Rebuilt and reorganized the local marketing team into a high-performing shared resource for use by all partner airlines within 10 months of inception — successfully reframing branding strategies and standards.
- ▶ Developed Integrated Marketing Strategies to support new livery, brand identity system and 'Made of Italy' campaign throughout 2016.

Areas of Expertise

- ▶ Marketing, Creative, & Brand Leadership
- ▶ Omnichannel Communications Strategy — Short & Long-Form Content, Digital, Mobile, Social, Influencer, Experiential, Print, Integrated
- ▶ Design & Visual Storytelling — Brand Positioning, Identity, & Experience Design
- ▶ Information Architecture, UX/UI, & Customer Journey Mapping
- ▶ Market, Consumer, & 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 collaborator and creative team lead with strong practical & business sense and a unique perspective fueled from years of translating insights into authentic narratives, campaigns, and content.

MULTIDISCIPLINARY IDEATOR

Effective 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 adept at steering high-level vision while simultaneously digging into the details at the project level — with a sharp focus on short-term goals, long-term strategy, and ROI.

RESOLUTE LEADER & ADVISOR

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

BRIDGE BUILDER

Known for maximizing resource 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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DreamsCreative, *Abu Dhabi, UAE*

Creative Director | 2010 – 2013

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

- ▶ End-to-end lead for creative and delivery — growing the operation from 5 local members to 15 cross-functional personnel in three countries, managing client & partner relationships, leading all pitches, and successfully steering the company into and through rapid growth.
- ▶ Played a key role in unlocking a strategic cost advantage in an ultra-competitive marketplace — securing & building long-term relationships with a range of industry clients, including government agencies, hospitality & tourism companies, and the UAE's Royal Family.

Ripple Enterprises Inc., *Culver City, CA*

Senior Digital Designer | 2007 – 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.

- ▶ Key player in developing unique, packaged, and scalable branded solutions — interfacing directly with celebrities like Lauren Holly, Greg Grunberg, David Alan Grier, Aisha Tyler, and Chuck Liddell to coach them on digital marketing, content strategy, and online reputation management.
- ▶ Helped cultivate a creative environment for driving innovation and product development — contributing significantly to the information architecture, user experience, and interface design to transform complex functionality into effective, easily managed, and replicable solutions.

Mattel Toys, *El Segundo, CA*

Senior Digital Designer | 2002 – 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.

- ▶ Drove extensive cross-functional collaboration between internal/external 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 rearchitected the overall 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.

Belkin International, Inc., *Compton, CA*

Senior Designer | 1999 – 2001

Recruited into the market-leading consumer electronics manufacturer to help establish its first-ever, in-house interactive and audio / visual department — quickly growing in responsibility and developing an advanced creative acumen for incentive-based consumer engagement programs.

- ▶ Led the creation of numerous interactive solutions for the retail and B2B spheres — leveraging digital product & sales tools along with loyalty rewards to showcase features & innovations, drive awareness in the marketplace, and incentivize product purchase.

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