

Dan Finch

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Career Summary

Dan has twenty+ years of industry experience working as both a traditional media and digital creative focused on campaign concepting and design strategy for both B2B and B2C clientele. He has applied his creative problem-solving expertise as Creative Director at both a boutique (Chaffee Group) and a mid-sized (HY Connect - rebranded as Merge Worldwide) agency and has managed a team of six full-time employees as well as a stable of freelancers and third-party vendors. Most recently, he has held the title of Senior Creative Designer at a global B2B agency, Omobono (acquired by The Marketing Practice). His collaborative and hands-on approach has led to proven success designing inventive and delightful digital marketing pieces that differentiate while delivering on brand promise. Dan's goal oriented, omni-channel strategic thinking and detail focused work ethic drives smart creative that boosts targeted audience engagements and overall client return on investment.

Professional Skills:

- Creative direction & leadership
- Creative problem solving & concept development
- Omni-channel campaign & brand strategy
- New business development
- UI, UX & IA design
- Video & motion design
- Responsive site design with CMS integration
- Display, high-impact & native marketing
- Social media creative strategy & design
- Email marketing
- Brand marketing
- Experiential design
- Team management
- Multidisciplinary collaboration

Industries Served:

Information Technology, Saas, Consulting, Financial Services, Healthcare, Education, Consumer Packaged Goods, Arts & Entertainment, Human Resources, Insurance, Real Estate, and Construction

Software Skills:

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe After Effects
Acrobat
Audible
Microsoft Word
Microsoft Power Point
Microsoft Teams
Sketch
Figma
HTML & CSS
WordPress
Basecamp
Trello
Slack
Bamboo

Sample Client List:

SAP, Accenture, Blue Cross Blue Shield, First Tennessee Bank, MB Financial Bank, Ego Power Plus, Wahl, Turtle Wax, Bakers Square & Village Inn, Land O' Frost, Peapod, Indiana University Health, Advocate Healthcare, Museum of Science and Industry, Twinspires.com, Stewart Title and Kaplan inc.

Experience

Omobono (acquired by **The Marketing Practice**) London U.K. / Seattle WA.

2021 – 2023

Title: Senior Creative Designer

Responsible for the design of numerous brand-awareness, thought-leadership, event and lead-generation pieces targeting C-Suite personnel for SAP and Accenture while working remotely within Omobono's global design team. Evolved the client's brand patterns in new, surprising and sophisticated ways while maintaining adherence to established brand guidelines. Concepted, designed, sourced, edited and produced digital projects and collaborated with clientele whenever possible.

Industries: Fortune 500, Business-to-Business, Technology and Consulting

- Developed concepts, created storyboards, sourced clips and soundtracks, animated and edited footage and added voice overs as necessary for several videos to aide recruitment, increase brand-awareness and promote thought-leadership content.
- Designed, sourced, and produced a multitude of animated, carousel and static social units for several industry verticals on LinkedIn, X, Facebook and Instagram to increase brand awareness, promote events and social interaction, and drive traffic to thought-leadership content.
- Evolved brand patterns while creating various presentations, slide-shares, reports, whitepapers and summaries to promote thought-leadership and sales content targeted at C-Suite customers and internal decision makers.
- Concepted, designed and produced several miscellaneous marketing projects from display banners to emails and site content pages utilizing and evolving existing brand elements.

danfinchdesign, Chicago IL. **2008 – Present**

Title: Freelance Art Director & Interface Designer

Grew a substantial book of business across B2B and B2C client segments.

Industries: Arts & Entertainment, Consumer Packaged Goods, Education, Professional Services, Technology and Healthcare

- Work included creative strategy, brand development, concepting, visual design, and development.
- Project work included website, digital display, email and interactive newsletters, landing page design, video design/development; collateral, and print campaign creation.

HY Connect (rebranded as **Merge Worldwide**), Chicago IL. **2010 – 2017**

Title: Digital Creative Director

Led creative, strategic and executional direction for the entire agency client roster across all digital channels. Served as the agency's digital leadership in new business pitches, external reviews, results briefings, and summits. Successfully grew, managed and developed a digital creative team with a focus on communication, creative autonomy, project ownership, product quality and efficiency.

Industries: Arts & Entertainment, Consumer Packaged Goods, Financial Services and Healthcare

- Led end-to-end creative strategy and design for the agency's largest client, exceeding consumer brand affinity and awareness scores for six consecutive years

- Created the agency's first large-scale experiential marketing campaign for the Museum of Science and Industry resulting in one of the top fourth quarter attendance levels on record.
- Strategized, conceptualized, directed and executed the agency's most successful social influencer campaign resulting in over 500,000 views and 75,500 engagements.
- Created and directed all digital marketing materials for the industry revolutionizing, Ego power Plus brand launch resulting in Home Depot distribution and receiving the top 5 product listing in its class.
- Developed the digital campaign strategy and drip-campaign assets for Indiana University Health's new insurance offering which doubled expected first year growth.
- Provided UX and creative leadership for numerous in-house and third party developed site builds (both agile and waterfall) resulting in expanded scope and new business opportunities.
- Extensive experience providing direction to third party vendors: freelancers, directors, developers, editors, storyboard artists, AE animators, photographers and talent.
- Defined campaign and analytics strategies to measure and optimize creative effectiveness.
- Developed and implemented several business processes and tools to improve internal efficiencies and speed to solution for our clients.

Chaffee Group and ePublishing, Inc., Chicago, IL. 2000 – 2008

Title: Creative Director & Senior Interface Designer

Responsible for all creative strategy, concepting, visual design, and brand development for agency from initial RFPs and client goal assessment through final production. Contributions ranged from strategic planning, creative direction and art direction to graphic design, coding and production management for both B2B and B2C clientele.

Industries: Financial Services, Human Resources, Information Technology, Insurance, Real Estate, Construction, Arts & Entertainment

- Created and maintained brand parity between the client's advertising, PR, mar-comm, web-development and interactive marketing campaigns on a local, national and international scale.
- Responsible for IA/UX/UI and coding via HTML, CSS, Flash, or pre-packaged CMS. Implemented SEO best practices.
- Staffed, managed and developed the creative team.
- Created and presented new business spec work, RFP responses, and client development materials.

Education:

Northwestern University, Evanston, IL. 1994 – 1998

Major: Sociology

Degree: BA