

# Daniel Clark

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Brooklyn, NY

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## experience

### Danielwantsajob.com

Brooklyn, NY

Designer / April 2012 – Present

- created a blog detailing the life of a recent graduate pursuing a career in a new city / design portfolio includes Y&R, Fort Sanders Fest, RecSports, Knock on Wood Skateboards and various projects

### UT RecSports

University of Tennessee

Marketing Assistant / February 2011 – July 2012

- developed a proficiency in Adobe Creative Suite, webpage design, and email marketing / designed an effective and sustainable branding platform that increased participation / deliverables included posters, newspaper, email newsletters, banner ads and social media tactics / trained new staff / awarded 2012 Silver Student Addy

### Fort Sanders Fest

Knoxville, TN

Social Media Strategy / March 2012 – April 2012

- designed social media marketing strategy for inaugural Fort Sanders Fest / played the role of Community Manager across Facebook, Twitter, Tumblr and Youtube pages / confirmed 1,600 attendees on Facebook and drove 2,730 unique visitors to the event website / proceeds went to Nourish International / Awarded 2013 Silver Student Addy

### Race for the Cure - Knoxville

Knoxville, TN

Student Coursework / January 2012 – May 2012

- integrated advertising campaign spanning 15 counties in Tennessee / conducted focus groups, interviews and surveys to gain insights / designed creative tactics which included print, broadcast, outdoor, online and social media / learned principles in client services and concept testing / pitched the campaign to the marketing staff for execution in the 2012 race

### Lancaster Consulting Group

Louisville, TN

Interviewer / August 2011

- primary research study involving NASCAR fans at Bristol Motor Speedway in Bristol, TN / group of 8 collected 500 face-to-face interviews over a span of two days / insights were used to drive the marketing strategies for future events

### Land Rover (Young & Rubicam)

New York, NY

Brand Planning Intern / June 2011 – August 2011

- learned the principles of strategic planning while working on the global launch campaign of the Range Rover Evoque / reported to the planning and creative team / conducted automotive industry outlooks and competitive audits / exceed launch sales goals with 80% of purchasers being new to the brand

### Visa (Young & Rubicam)

New York, NY

Brand Planning Intern / June 2011 – August 2011

- collaborated with 5 other interns of various specialties to make a new business product development pitch / learned the principles of survey, interview, ethnographic research, and Brand Asset Valuation to gain insights / wrote the insight brief for the creative intern to execute / presented campaign to the C.E.O. and the rest of the agency

### NeuroFuel

Knoxville, TN

Brand Management Intern / February 2009 – June 2009

- coordinated sampling booths at social events / raised awareness of the drink as a mood enhancement formula instead of "energy drink" / increased number of dealers across the county

## skills

**Proficiency** in Advertising, Branding, Social Media Marketing, Experian Simmons, SPSS, SRDS, Adobe Creative Suite, Client Relations, Microsoft Office, Wordpress, Keynote & Social Media

**Familiarity** in Google Adwords, Doubleclick, Ad\$ponder, Mintel, Iconoculture, editing and research – APA format, HTML & CSS coding

**Additional Skills:** retail industry experience, creative direction, print design, storyboarding, case study analysis, time management, organization, staff training, collaboration, problem solving, budgeting, graphic design, typography, written & verbal communication, punctuality, conversational Spanish, creative & passionate work ethic

## education

### University of Tennessee

Knoxville, TN / Class of 2012

- Bachelor of Science in Communication and Information  
- Major in Advertising  
- Second Major in Psychology  
- Minor in Business

## activities and awards

- AAF Silver Student Addy Award – Integrated Campaign / 2013  
- AAF Silver Student Addy Award – Single Poster / 2012  
- AAF Bronze Citation of Excellence – Single Poster / 2012  
- Ad Club Logo Design Contest Winner / 2012  
- RecSports Employee of the Month / Oct. 2011, Jan. 2012  
- HOPE Scholarship Recipient / 2007 – 2012  
- Ad Club Advertising Honor Society / 2010 – 2012  
- Psi Chi Psychology Honor Society / 2009 – 2012  
- Alpha Epsilon Delta Pre-Health Honor Society / 2007 – 2009

## interests

- skateboarding / snowboarding / cycling / automotive restoration / graphic design / art / football / basketball / soccer / music / politics / social media / coffee / adventure