

Dani Sepe

Nutley, NJ • +1 862-227-2534 • me@danileesepe.com • [linkedin.com/in/danileesepe](https://www.linkedin.com/in/danileesepe)
• Portfolio: <https://danileesepe.com>

Creative Design | Management | Brand Design | Web Development

Creative designer and manager with a passion for brand and digital design and over 15 years of experience designing and managing creative and communications strategies, digital and web design, brand management, typography, and copy editing. Extensive experience in developing and executing creative strategies for companies ranging from Fortune 20, established small businesses, and startups. Increased website traffic and funding collections of marketing commitments by \$200,000 per quarter for Buydig.com. Team leader and collaborator with multichannel graphic assets design professionals, as well as engage in mentoring and trained junior designers and assistants.

WORK EXPERIENCE

Freelance • Full-time • 05/2011 - Present

Senior Graphic Designer

- Design a wide variety of projects for freelance clients, including logos, posters, websites, videos, illustrations, and website assets.
- Construct drafts, comps, and finalized deliverables in a timely manner and adhering to project timelines while continuously communicating with the clients, fully remote.
- Engage in blogging, social media, and web self-promotion.

Verizon • Full-time • 04/2019 - 11/2021

Creative Designer and Communications Manager

- Acted as Creative Director and Art Director by establishing overall design vision and ensuring consistent brand application across all multimedia channels for corporate HR communications, working with Brand Marketing to ensure all design assets were consistent with current brand and best practice standards.
- Created digital designs for all elements of internal campaigns and multi-media communications strategies in support of key HR topics that included Benefits & Compensation, Business Ethics, Diversity, Health & Wellness, HR Systems, Performance Management, Safety, Training & Talent/Career Development, and Workplace Culture.
- Provided strategic counsel to HR Communications Director and team copywriters on optimal design tactics and digital platforms.
- Worked to continuously improve communications effectiveness by researching industry design trends, identify new strategies for message delivery, and collected and analyzed data to assess channel effectiveness.
- Represented the HR communications team on all portal initiatives, partnering with IT to identify, leverage and integrate technology, including social media tactics and tools, to increase the effectiveness of internal communications.

Beach Camera/Buydig.Com • Full-time • 03/2018 - 01/2019

Digital Design Project Manager

- Implemented thorough adherence to company brand standards and ensured brand cohesion across all platforms. Studied and maintained brand standard cohesion and adherence for all featured retailed brands (e.g. Garmin, Samsung, LG, etc).
- Responsible for the scheduling and production of onsite and remote e-commerce graphics.

- Designed creative assets in a fast-paced environment: web banners, landing pages, icons, product photography, package design, and social media. Developed unique branded landing pages for consumer electronics/camera companies based on marketing commitments. Constructed landing pages in a 4-week production timeline subject to client approval.
- Planned and implemented greater proof of performance collection accountability through all creative channels through a thorough sign-off system and weekly audits of signatures.
- Increased funding of marketing commitments with org standards, yielding \$200,000/Q in accounts. Enhanced proof of performance via sign-offs and weekly audits across channels.

Michael Kors • Full-time • 11/2016 - 12/2017

Sales Supervisor

- Director of clienteling, mentored staff to provide the highest level of customer service.
- Developed a masterful branding knowledge in 1 month and developed a keen interest in the company's branding and while avidly tracking future market trends.
- Senior operations manager, oversaw daily operations such as e-commerce Omni fulfillment compliance, negative on hands investigation, supplies purchasing, and assignment to tasks.
- Built and maintained repeat clientele by utilizing personal client books, assisted staff with acquiring clients, and organized promotional client events.
- Mentored a team of 10 individuals, fostering growth and collaboration to achieve sales goals and achieve key KPIs to net revenue of +\$3,000 with a conversion of +30% per day.

Rich Consignment Estate Sales and Services LLC • Full-time • 08/2014 - 11/2016

Lead Graphic Designer

- Launched and grew the company's first Shopify e-commerce website, featuring professionally-shot product photography of luxury and high-end couture products.
- Photographed couture products in a studio environment.
- Partnered with executive leadership for rebranding initiatives that lead to an increase in website traffic and ensured cohesive brand identity and quality across all platforms.
- Photographed couture products and adjusted photos to balance lighting, exposure, contrast, and color for presentation on the business' e-commerce websites.
- Directed, managed, and provided training for the creative design assistant.

SA Design • Part-time • 01/2008 - 05/2011

Graphic Designer

- Designed and printed promotional posters and banners in both large and small scale for clients, while collaborating with the design team to manage client projects.
- Utilized in-house and outsourced print shops and prepared print files according to specifications.

EDUCATION

Bachelor Of Arts Degree in Communication Arts

Ramapo College Of New Jersey • 09/2007 - 05/2011

CERTIFICATIONS

Active Listening

7 Cups

WC Theater Community Film Club

Senior Operations and Content Manager • 08/2022 - Present

SKILLS & INTERESTS

Adobe Creative Cloud, Adobe Illustrator, Adobe Photoshop, Affinity, Art Direction, BBEEdit, Blogging, Brand Design, Brand Guidelines, Brand Management, Brand Marketing, Brand Standards, Branding Process, Business Ethics, Business Strategy, Canva, Career Development, Client Management, Color Theory, Communications Strategy, Consumer Electronics, Copy Editing, Corporate Communication, Corporate Design, Creative Design, Creative Direction, Creative Problem-Solving, CSS, Data Analysis, Design Thinking, Developing Best Practices, Digital Assets, Digital Design, Drupal, E-Commerce, Email Communications, Email Design, Figma, Google Suite, HTML, Icon Design, Idea Development, Identity Design, Infographics, iOS, JavaScript, Landing Pages, Leadership, Luxury Brands, MacOS, Management Theory, Media Communication, Microsoft Office, Microsoft PowerPoint, Organizational Culture, Photography, Poppulo, Product Photography, Project Management, Remote Work, Revenue Growth, Shopify, Slack Software, Social Media, Team Management, Team Player, Telecommunications, Typography, Web Coding, Web Design, Team Player, Communication Skills, Organizational Skills, Photo Retouching, Adobe Creative Suite, Copywriting, Written Communication Skills, Creative Solutions, Web Development, Diversity & Inclusion, Volunteerism