



**Daniel Brown**  
CREATIVE DIRECTOR

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## In 3 sentences

1. I build creative teams that are imaginative, original, and collaborative.
2. I develop insight-driven creative strategies for clients of all industries.
3. I have an omni-channel toolkit: digital, social, traditional, and direct.

## Experience

### **2015-Present: Executive Creative Director, True North Inc.**

Oversees all creative strategy and production for the agency across consumer, nonprofit, healthcare, government, and B2B clients. Develops touch point strategies that lead to measurable results and cohesive umbrella campaigns that elevate brands in the lives of the people they touch. Speaks at conferences about creativity in advertising. Helps develop new business proposals and represents the agency in pitch presentations. Mentors staff, holds reviews with team members, and fosters an environment of creativity and innovation.

### **2016-2023: Brand Strategist/Designer, Freelance**

Partnered with startups, educational institutions, and retail clients to guide brand development, visual identity, brand voice, and create essential marketing communications. Developed video content and designed published works to tell stories, build awareness, and educate the public.

### **2008-2015: Creative Director, True North Inc.**

Approved and guided day-to-day work of art directors, copywriters, and designers to develop concepts across all available marketing channels including digital, TV, social, print, direct mail, out-of-home, and radio. Guided pre-production and storyboarding, directed shoots, and post-production for all video work. Established relationships with existing and prospective clients.

### **2004-2008: Art Director/Senior Art Director, True North Inc.**

Conceptualized and designed new integrated creative campaigns for clients across verticals. Guided art directors, designers, production artists and developers in campaign execution and presented concepts to clients.

### **2005-2007: Toy Designer, Max Pawfection**

Created a line of rope and plush dog toys and accessories. Included hand-drawn product design, reviewing prototypes, and designing new SKUs for the toy line.

### **2000-2004: Art Director, Karlin + Pimsler**

Conceptualized, designed, comped, and storyboarded. Attended press checks for printed materials and presented creative to clients.

## Awards Won

Cables | Communicator | Davey | DMFA Package of the Year | Echo Internationalist | LIT Commercial | Muse | NYX Video Telly | OMMA | Vega | W3

## Education

Columbia College, Columbia University  
in the City of New York  
*Bachelor of Arts, Class of 2000*

## Clients

### **CONSUMER BRANDS**

Adlens LTD  
Boudreaux's Butt Paste  
CA Technologies, Inc.  
Disney Store  
Fundati  
Guthy Renker  
Healthy Paws  
Lasko  
Ollie  
Orabrush  
Stanley Steemer  
Toys "R" Us

### **NOT-FOR-PROFIT**

Amnesty International  
ASPCA  
Conquer Cancer  
Covenant House  
Doctors Without Borders  
Habitat NYC  
Helen Keller Services  
Make-A-Wish  
March of Dimes  
NRDC  
No Kid Hungry  
Patient Airlift Services (PALS)  
Reading Is Fundamental (RIF)  
Smile Train  
The Nature Conservancy  
USO  
We Raise Foundation  
Wounded Warrior Project  
WWF

### **HEALTH**

American Diabetes Association  
Brown & Toland Physicians  
Cleveland Clinic  
ECOG-ACRIN  
Express Scripts  
Muscular Dystrophy Association (MDA)  
Schwarz Pharma

### **B2B**

Constant Contact  
Pitney Bowes  
The Risk Management Society  
ThomasNet  
Wolters Kluwer

### **ENTERTAINMENT**

ABC  
ABC Family  
Disney Channel  
Disney Junior  
Disney XD  
Walt Disney Studios Home Entertainment

### **PUBLIC SECTOR**

California Department of Food and Agriculture  
The Children's Trust  
Commonwealth of Massachusetts  
County of San Mateo  
Library of Congress  
New York City Council  
Rhode Island Housing  
San Francisco Environment Department  
San Francisco Public Utilities Commission

### **FINANCIAL**

Chase  
Citizen's Bank  
Disney Visa Card  
Quorum Federal Credit Union

### **PUBLISHING**

Chicago Tribune  
Economist  
Glamour  
Los Angeles Times  
Newsweek

### **TRAVEL**

British Airways  
Disney Cruise Line  
Disneyland Resorts  
Walt Disney World Resort