

Daniel P. Cady

CREATIVE DIRECTOR & BRAND STRATEGIST

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Creative Director & Brand Strategist Summary

- **Brand Strategist for Growth:** A designer turned seasoned creative director and brand strategist with 20 years of industry experience. Specializes in driving growth and innovation for companies like Netflix, Disney, and Mattel through data-driven decision-making, project management, and cross-functional leadership.
- **Proven Leadership & Success:** A track record of formulating impactful strategies, leading dynamic teams, instilling best practices, and positioning brands for market prominence.
- **Innovative Creative Approach:** Passion for bringing big creative ideas to life, fostering deep emotional connections with consumers, and driving growth for both emerging and established brands.
- **Seeking New Opportunities:** Interested in a pivotal role that leverages my expertise, creativity, and strategic thinking for a mission driven organization.

Work Experience

Brand Strategist & Creative Director Contract Consultant

January 2019 - Present

Specializing in orchestrating brand growth and innovation, I transform chaos into harmony and create tailored experiences that resonate in competitive markets. Here's a glimpse of my success:

- **Leading Innovation:** Orchestrated a unique packaging innovation for a craft distillery, positioning a collectible whiskey line in a fiercely competitive market.
- **Navigating Growth:** Formulated and implemented trade marketing strategies for emerging CPG brands, enabling disruption and expansion into national chain accounts.
- **Creating Impact:** Directed media planning and content development from inception to rollout, ensuring cohesive and resonant brand messaging.

Creative Director PeaTos

October 2017 - January 2021

Led the disruptive 'better-for-you' snack brand into a crowded market, developing all consumer and B2B touchpoints.

- **Brand Expansion:** Played a crucial role in expanding the brand from one to multiple product lines, executing omnichannel strategies in both retail and digital spheres.
- **Social Media Influence:** Built a brand advocacy program, turning active consumers into 40k micro-influencers, driving sales growth and enhancing brand recognition.

Art Director Etihad Airways - Abu Dhabi - UAE

September 2013 - April 2017

Embraced and applied Etihad's ambitious vision, transforming end-to-end travel and elevating customer touchpoints into best-in-class guest experiences.

- **Leadership and Collaboration:** Reporting to executive leadership; managed brand innovation and alignment across various areas such as advertising, airport services, sponsorships, digital marketing, guest experience, and onboard entertainment.
- **Digital Innovation & VR Strategies:** Led the creation of user-centric web and mobile platforms, implementing cutting-edge VR to enhance the travel experience and set industry standards.
- **Design and Branding:** Led the creation and rollout of new livery and team uniform designs, reinforcing brand identity and cohesion.
- **Impact:** Contributed to Etihad's commitment to excellence and innovation, reflecting a forward-thinking approach to the travel experience.

Art Director Alitalia - Rome Italy

January 2016 - January 2017

Recruited by Etihad Airways Senior Management for Art Director Role:

- **Cross-Functional Leadership:** Formed and centralized an international marketing team for Alitalia, in addition to other flagship airlines under Etihad's partnership.

Team Building & Brand Refinement: Transformed the local marketing team into a shared resource within 10 months, leading to cohesive branding strategies and enhanced brand coherence.

- **Global Collaboration & Brand Initiatives:** Supported agency relationships with Leo Burnett and M&C Saatchi for the successful 2016 'Made of Italy' campaign, which included the unveiling of a new livery and brand identity system.

Creative Director

March 2010 - July 2013

Dreams Creative - Abu Dhabi / Qatar

Relocated to the Middle East, I lead a boutique creative agency, implementing streamlined workflows, assembling a multinational team, and expanding the organization into a full-service creative powerhouse.

- **Team Growth, Leadership & Business Development:** Led growth with 15 cross-functional team members across 3 countries, managing client and partner relationships, including those with the UAE's Royal Family and various government and tourism sectors. Strategically achieved a cost advantage in a competitive market through innovative pitches and relationship building.

Senior UX/UI Designer

December 2007 - July 2009

Booeep.com

UX/UI Designer, Celebrity-Focused Digital Agency: Recruited for creative leadership to pioneer a central hub for celebrities to manage their online personas during social media's pivotal evolution.

- **Innovation, Development & Strategy:** Collaborated with celebrities like Lauren Holly and Aisha Tyler to craft unique branded solutions and educate them on digital marketing, content strategy, and online reputation management.
- **Design & User Experience:** Contributed to the architecture and UX design, transforming complex functions into accessible, replicable solutions, and fostering a culture of innovation.

Senior UX/UI Designer

August 2002 - December 2007

Mattel Toys

Hot Wheels & Matchbox Brands:

- *Digital Transformation:* Reimagined and transformed the primary online touchpoint into a dynamic digital destination, elevating the brand experience and propelling the site to the #2 space on the web for kids.
- *Cross-Functional Leadership:* Drove collaboration between internal/external stakeholders, navigating complex corporate structures to execute robust projects from ideation through completion.
- *User Experience Enhancement:* Rearchitected overall experience to improve engagement, content stickiness, click-through rates, and time-on-site, increasing impressions from 30k to 1M per month globally.

Barbie Brand:

- *Innovative Online Portal:* Developed a first-of-its-kind online 'girls' portal, aggregating multiple branded properties to create a unified user base.
- *Strategic Brand Synergy:* Leveraged Barbie's popularity to boost demand for lower-performing brands, forging a cohesive and engaging user experience across all properties.

Education

Bachelor of Arts in Interdisciplinary Studies

National University

Skills

Leadership & Team Building



Innovation & Ideation



Audience Engagement & Marketing



Cultural Exploration & Culinary Arts



Interests

Life has taken me from Cali to Cairo - where I've shared a symphony of experiences with the people most important to me, my family. My passions reflect my diversity - from my devotion to travel, yoga, martial arts, and philosophy to the rare copy of Beck's Midnight Vultures in my record collection or the search for the perfect cup of coffee - these are the threads of my creative and adventurous spirit.

Unique Interests

- Yoga / Muay Thai & Boxing / Alan Watts / Ram Dass / Financial Literacy / Coffee / Gibson S.G. / Diversity & Inclusion / Dad Jokes