

DANAMARIE DERIGGI



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“ Experienced creative leader delivering impactful design solutions for Fortune 500 companies. Known for leveraging brands, crushing sales objectives and mentoring supportive teams. Passionate about setting and achieving marketing goals with solid strategic plans, collaboration and execution. Self-motivated, enthusiastic collaborator and adaptive problem solver. ”

WORK EXPERIENCE

FREELANCE CREATIVE DIRECTOR / ART

DeRiggi Design /Atlanta / 2009 - Present

Creative Direction and Marketing Consultation

- Strong communicator and strategic planner, resulting in driving acquisition and retention of multiple lines of business.
- Proven success in selling and designing consumer retail and B2B brand strategies.
- Led and executed strategic design solutions for global retail agency rebranding initiatives.
- Developed integrated design strategies spanning exterior and interior spaces, electronic and large-format signage, POP displays, packaging, brand guidelines, and promotional merchandise for multi-channel retail partners.
- Collaborated with C-Level executives and marketing managers to develop and transform an underperforming QSR location.
- Provided creative direction and on-site market research for QSR, resulting in an improved customer experience driven redesign of the interior environment, retail signage, digital menu boards, POP, and marketing assets to achieve increased sales.
- Developed innovative design concepts including strategic digital and social media solutions to enhance brand engagement.
- Recruited creative talent and provided interim management to support clients' growing needs.

Clients: Children's Healthcare of Atlanta / Strong4 Life / Delta Air Lines / Miller Zell / Purafil / InnerGlow Healing Bodywork / Manheim / Krispy-Kreme

SKILLS

- Adobe Creative Suite
- Keynote
- Microsoft Word, Power Point and Excel
- Writing

EXPERTISE

- Visionary
- Leadership
- Active Listening
- Strategic Thinking
- Empathy
- Detailed
- Self-Motivation
- Time Management
- Performance Orientation
- Conflict Resolution
- Proficient Multitasking
- Relationship Building
- Adaptability

AWARDS

ADDYS

DMA SOUTH STAR

SHOW SOUTH

COMMUNICATION ARTS

EDUCATION

Bachelor of Fine Arts

SUNY at F.I.T / New York, NY

PRESIDENT, CREATIVE DIRECTOR

DeRiggi + Evans, LLC / Atlanta / 2005 - 2009

Co-Owner/Founder and Creative Director of small advertising agency

- Developed and guided agency's business plan and growth strategy.
- Worked directly with clients to create relevant creative strategies, focused on direct marketing and improved ROI.
- Identified growth opportunities through networking and relationship building events.
- Led and sold creative development of marketing initiatives to create measurable ROI across B2B & B2C industries.
- Oversaw daily operations, including creative and financial management, marketing, client acquisition and retention, HR recruitment, and web/creative media PR.
- Mentored and led a team of 10-15 employees and multiple client partnerships.

Clients: EOS Airlines / Delta Airlines / Coca-Cola / Equifax / C-Lighting Cobb EMC / Merial Pharmaceutical / CIBA Vision (Boehringer Ingelheim)

VP, ASSOCIATE CREATIVE DIRECTOR

Grey Global Group / Grey Direct Atlanta / 2002 - 2005

Directed creative and production teams across New York and Atlanta offices, managing shared resources and fostering collaboration that contributed to record-breaking ROI for agency's largest client, BellSouth.

- Enhanced client creative briefs and strategies for B2C and B2B brands.
- Led creative teams to produce award-winning work.
- Successfully managed print production and direct mail quantities exceeding 2.5 million.
- Played a key role in acquiring new business through identifying opportunities, securing client meetings, and presenting in pitches.
- Oversaw client budgets and managed billable hours for a global agency's southern regional creative department.
- Designed and implemented staff training, mentorship, and professional development program.
- Ensured compliance and consistency of a billion-dollar brand across various marketing channels, agency partners, and cultural translations.

Clients: BellSouth / Coca-Cola / Hands on Atlanta / Xerox