

ANDREW DANIEL

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847.722.7566
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OBJECTIVE: Secure a position where my creative talents can flourish.

SUMMARY: Award winning Creative Director with over fifteen years of experience building and leading dynamic creative teams. I am expert in holistic eCommerce focused marketing, branding, social and transactional experiences. I offer leadership, creativity and a limitless understanding of the online consumer experience.

EXPERIENCE:

Whittmanhart Interactive 08/07- Present

Creative Director

Back in the saddle, at an agency again after four years. The more things change the more they stay the same. I'm still pushing boundaries and educating clients on how to maximize the return on their investment. Showing them that not only can you track interactive in a meaningful way, you can generate revenue and brand recognition in ways they could not fathom, one, two even five years ago. Right now my client list includes Sears, Kmart, Culligan, Eaton, OptionsHouse and many others. In my short time here I have been able to develop experiences that have helped my clients garner recognition in the marketplace of ideas, but more importantly generate revenue, revenue, revenue.

AOL 10/03- 5/07

Director of Product Design and Development, AOL eCommerce

Working with business owners, internal and external partners, I developed and implemented product and brand strategy for AOL's eCommerce businesses - Autos, Careers, Personals, Real Estate, Shopping, and Travel w/revenues in excess of \$130 million annually. Leadership and oversight of 40 person Product Management and Creative teams, focused on interpreting business goals and returning superior holistic consumer experiences that drove revenue growth. Championed and staffed SEO team that returned a 3000% increase in SEO traffic within the first six months. Personally developed and executed concepts that have delivered \$6 million in additional revenue annually.

Creative Director, AOL eCommerce

Creative lead for all of AOL's eCommerce businesses - Played strategic role in the overhaul and re-launch of AOL's retail offering resulting in a new business model and creative approach. Launched inStore.com and Pinpoint Shopping ten months after my arrival.

ARC Worldwide (chemistri)11/00- 3/03

Creative Director

Created award winning branding and marketing plans for all aspects of the end user experience and delivered truly integrated interactive experiences. Primary focus was leading creative strategy for and design of web sites, online advertising and related online promotional campaigns. Clients include; U.S. Army, adidas, Morgan Stanley, Joffrey Ballet, United Nations Foundation/Ad Council, Illinois Institute of Technology.

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Inforte 11/99-11/00

Creative Director, Experience Design Group

Led cross-discipline teams managing and executing large-scale interactive projects. Worked closely with clients to develop and execute branding and marketing plans for all aspects of the end user experience and to deliver truly integrated websites. Provided creative direction for sites that range from; B2B, B2C, industry exchanges and experiential design. Clients include; bebe, Sony Playstation, Telecheck, and Meriwest Credit Union.

Ernst & Young LLP 3/95-11/99

Creative Director of Communications

Worked closely with the Director of Communications to develop branding and marketing plans for all creative aspects of major internal communication initiatives for E&Y's Lake Michigan area offices. Webmaster/Web Administrator Designed, developed and maintained multiple intranet sites for internal clients

Creative Services Supervisor

Creative lead for twenty-person internal design group. Projects included; print, direct mail, promotions, interactive and web design for internal and external clients.

Multimedia Designer

Designed and developed interactive multimedia presentations for both internal and external clients.

John Brown Engineering & Construction 3/92 - 3/95

Graphic Designer

EDUCATION:

BOWLING GREEN STATE UNIVERSITY

Master of Arts in Communications, August 1991

EASTERN ILLINOIS UNIVERSITY

Bachelor of Arts in Speech Communication, May 1990

MORAINE VALLEY COMMUNITY COLLEGE

Associate of Arts in Fine Art, May 1988

PORTFOLIO URL:

Itsmynickel.com

AWARDS:

Yes, here is a list - One Show Silver Pencil, Cannes Bronze Cyber Lion, Effie Award, London International Advertising, Addy Award, New York Festivals, Chicago Advertising Federation Windy Awards, Site of the Week - Comm Arts', Design Interact, DMA International ECHO Awards, and Webby Awards

MILITARY: Illinois Army National Guard 11/85 - 11/91