

DANIELA VELARDE

ABOUT

I am a Sr. Digital Creative Lead with ten years of experience in creative development and leading teams. My expertise focuses on the digital world with proven success in creating campaigns across multiple channels, paid and organic, in different formats like Motion, Still and UX. My goals are to provide an engaging (audio)visual experience and a seamless consumer journey while enhancing brand storytelling.

SKILLS

Photography	Adobe Creative Suite
Videography	HTML / CSS
Motion Graphics	UX/UI Design

EDUCATION

2021

SOCIAL CONTENT & STRATEGY

MIAMI AD SCHOOL

2020

UX DESIGN

BRAINSTATION

2014 - 2015

INDEPENDENT DIGITAL PHOTOGRAPHY

SENECA COLLEGE OF APPLIED ARTS AND TECHNOLOGY

2008 - 2012

B.A. FILM PRODUCTION, MINOR IN ART DIRECTION

CENTRO BICULTURAL DE CINE Y ACTUACION
MEXICO

EXPERIENCE

July 2022 - Present

RIVERSIDE NATURAL FOODS

SR. DIGITAL CREATIVE LEAD

- Standardized Brand - Creative Team operational procedures to simplify communication channels and accelerate delivery times.
- Managed relationships with a specialized and reliable freelance network to support content creation in a cost-efficient way.
- Oversaw the selection and implementation of Riverside's Digital Asset Management tool, building a strong partnership with the supplier resulting in a preferred yearly rate.
- Responsible for strategically bringing the Brands' identities into owned channels.

January 2021 - July 2022

RIVERSIDE NATURAL FOODS

DIGITAL CREATIVE LEAD

- Responsible for evolving the technical and conceptual content creation procedures achieving an evolved brand look and feel on Amazon, D2C, E-mail newsletters and Social Media.
- Developed and enhanced MadeGood's D2C UX/ UI integrating customized experiences, delivering a seamless consumer journey and faster checkout, resulting in a 64% YOY conversion rate since launch.
- Strategized, conceptualized and managed MadeGood + Nintendo 2022 national Back to School campaign. Saving over 150K in production costs by working with overseas partners. Campaign over-delivered benchmarks increasing brand awareness and household penetration by 4%.

November 2017 - June 2020

BEACON MEDIA GROUP

ASSOCIATE MANAGER, CREATIVE SERVICES

- Led, mentored and managed a team of 5 multidisciplinary creatives that were able to develop engaging and original visual content across multiple channels. Facilitated workshops to close skill gaps. This led to increasing team productivity by 150%
- Worked closely with my team supervising each step of the production flow, ensuring deliverables were in the highest standards from the execution stages to the final publishing.
- Conceptualized, presented and produced campaigns that overachieved sales targets, gaining stakeholders' trust in continuing projects.

VOLUNTEER EXPERIENCE

UX DESIGNER, 2020 - PRESENT
CENTRE WELLINGTON FOOD BANK

MENTOR, 2023
MONDAY GIRL