

DAN STANEK

PORTFOLIO SITE: danstane.com

Trumbull, CT | 941-587-0001 | dan.stanek@outlook.com

Award winning creative with over 15 years' experience delivering impactful multi-channel media projects with in-house creative teams and external agency partners. Work includes broadcast and digital video, 2D and 3D animation, environmental video design, out-of-home, brand guideline development and implementation, printed collateral, social media, tradeshow materials, web design. Focused on building and refining all creative, and more importantly, the teams behind the work, to develop brands strategically with results driven advertising and campaigns.

EXPERIENCE:

CHARTER COMMUNICATIONS

Stamford, CT / 2018-Present

Art Director / Sr. Manager, Brand & Creative Strategy

- Manage team of designers and project managers to produce creative brand work internally as well as through managing relationships with external agencies and designers/animators.
- Production of TV commercials, video, 2D and 3D animation for TV, digital, social and sports sponsorships, brand guidelines and graphics toolkits development, and design of logos, print ads, collateral, OOH campaigns, packaging, digital banners, and web pages.
- Direction of design and installation of Stamford headquarters lobby video panels including animation package, sound design and CMS development as well as continued creative development for new content and day-to-day management of technical maintenance.
- Creative direction and strategy working with agencies and client-direct on brand, product, and b-roll shoots, including Think Forward campaign with Ellen DeGeneres as spokesperson.
- Developed 240-pg Motion Graphics Toolkit to ensure all TV commercials and video work maintain same guidelines, overall brand look, design and placement of all key graphic elements and text and transition styles and animation.
- Management of bi-annual national out-of-home campaigns, including creative direction and design of all printed, digital, and animated assets, with placements ranging from traditional bulletins and posters to full NY subway takeovers.
- Creative direction and strategy on self-installation customer journey from order to activation, including complete overhaul of all instructional collateral, packaging, and installation videos resulting in 25% reduction in materials and increase in successful customer activations.
- Delivered series of 17 self-installation videos in April 2020 to support inability for in-person installations. Videos received over 1.5 million views with positive feedback.

CHARTER COMMUNICATIONS / BRIGHT HOUSE NETWORKS

Stamford, CT / St. Petersburg, FL / 2012-2017

Art Director / Graphic Designer

- Worked closely with outside artists and agencies to develop brand concepts and designs as well as manage production of video content, print collateral, icons, logos, digital media and brand guides.
- Lead designer in rebranding of the Enterprise Solutions and Business Solutions divisions of Bright House Networks. Project included brand development, campaign strategy, and creative production of collateral, advertising, video, photography, and website restructuring.
- Created and maintained brand style guides for Enterprise Solutions and Business Solutions divisions of Bright House Networks, including asset creation and management.

- Effectively managed project flow, traffic, and production for projects and campaigns in a fast-paced environment.
- Lead the production of approximately 200+ design projects annually.
- Collaborated closely with senior management to achieve strategic objectives and meet budget requirements.

SHARED VISION – St. Petersburg, FL / 2010-2012

Graphic Designer

- Utilized traditional, digital, and social media to create award winning, results driven campaigns for Smirnoff Vodka, De Wafelbakkers Frozen Pancakes, and African Ancestry.
- Managed creation of innovative printed, digital, and video projects for key clients including competitive analysis, concept, and production.
- Created presentations and pitched new concepts and designs directly to clients.

LOVE A CHILD – Tampa, FL / 2008-2009

Art Director

- Created and implemented integrated campaigns to drive donations and broaden audience of all marketing efforts.
- Provided creative leadership for marketing personnel, print producers, and photographers.
- Worked directly with executive directors to successfully meet marketing and outreach goals.

AWARDS

- 2006, 2007 Addy Awards Silver
- 2011 W3 Awards Gold
- 2011 Horizon Interactive Awards Silver
- 2011 Horizon Interactive Awards Bronze
- 2014 Telly Awards Bronze
- 2015 Bright House Networks Employee of the Quarter, Q2

SKILLS

Creative Director, Designer and Project Manager for Brand Development, Campaign Strategy, Video Production, 2D and 3D Animation, Photography, Print Design, Web Design, Typography, Illustration. InDesign, Illustrator, Photoshop, Bridge, Xd, Lightroom, After Effects, Premiere, Mac and PC, Microsoft Office. Monday.com and Smartsheet Project Management.

EDUCATION:

FLORIDA SOUTHERN COLLEGE – Lakeland, FL / 2006

BS/Communication: Advertising