

DANIEL SHEEHAN

BRAND AND CREATIVE LEADER

✉ dsheehan1212@gmail.com

📞 612.964.8399

in [linkedin.com/in/danielcsheehan](https://www.linkedin.com/in/danielcsheehan)

🏠 dansheehan.carbonmade.com

Creative and accomplished senior professional, offering substantial experience in directing all aspects of company's advertising and marketing efforts to promote brands/products as well as possessing strong business acumen.

Stellar track record of leading and establishing creative teams, creating and implementing strategic plans for promoting brand awareness, and achieving organizational objectives. Instrumental in developing and initiating creative strategies and processes for full-funnel digital campaign to enhance overall performance for paid and owned digital channels. Adept at liaising with brand team to cultivate new ideas for company promotional campaigns, branding, and marketing communications. Excel at identifying and promptly resolving customer concerns/issues to improve overall operational efficiency. Proficient in ensuring compliance with local and global business standards and procedures. Articulate communicator possessing excellent problem-solving, analytical, and decision-making skills with keen attention to detail.

AREAS OF EXPERTISE

- Brand Development Leader
- Team Building & Leadership
- Marketing & Media Campaigns
- Customer Engagement
- Business Management
- Strategic Planning
- Search Engine Optimization
- Exceptional Communications
- Creative Strategy Development
- Creative Direction & Operations
- CRM Development
- Performance & Process Improvement

CAREER EXPERIENCE

Ovative Group, Minneapolis, MN

Senior Director, Creative

2020-2022

Established cross-functional creative team with exceptional capabilities for digital media and measurement firms. Created and initiated creative processes and strategies for full-funnel digital marketing campaigns driving proven performance through owned/paid digital channels. Delivered strong insights and direction for display social media campaigns, dynamic creative optimization, CTV/OTT, website optimization, and digital marketing, and video production. Developed and promoted high-performing culture within a fast-paced environment, subsequently transitioning into remote and hybrid team engagement. Installed Workflow Management System "Asana" resulting in increasing overall efficiency with integrated team access.

- Defined and implemented creative standards and delivered leadership to all team members of organization.
- Advised key clients comprising Kate Spade, Coach, Stewart Weitzman, Tumi, UnitedHealthcare, Michigan Lottery, USCellular, rue21, Polaris, and Resideo with full-funnel creative strategy and production.
- Improved 300% team revenue in 2 years by gaining strong insights into SEO content creation, email, video production, web design capabilities, and copywriting.
- Increased number of internal team members by 400%, structure of team is to encourage growth and support of essential competencies.

ICF Next, Minneapolis, MN

Executive Creative Director – Loyalty and Customer Marketing

2018-2020

Directed top-notch creative team for consumer marketing and loyalty, driving exceptional customer engagement for clients in retail, travel/hospitality, CPG, healthcare, and financial services industries. Conceptualized campaign creative and production for omnichannel communications, content creative, and partnership-based loyalty and CRM creative strategies. Drove strategic decisions and digital transformation to improve overall growth, create client connections, and grow content and engagement teams in loyalty practice while improving efficacy in shifting agency environment.

- Developed and implemented engaging content strategies, improving 17% participation in loyalty program registration.
- Increased 33% workflow efficiency by implementing templated email strategies for programs with complex brand profiles with high-volume content demand.
- Managed several clients, including Advance Auto Parts, NuSkin, UnitedHealthcare, Smuckers Brands, Hyatt, Wyndham Hotels, Radisson, IHG, California State Lottery and American Red Cross

MOBE, Plymouth, MN
Director, Creative Services

2017-2018

Directed creation of B2B and B2C engagement marketing while spearheading creative marketing and advertising operations for healthcare engagement brand. Delivered Creative Direction for customer-centric content marketing to increase social engagement. Defined and implemented one-to-one digital strategies to engage health plan members for on-time participation in health coaching services through personalized approach to health and wellness.

- Improved 11% volume for member scheduling rates by executing effective data-driven segmented messaging strategy.
- Established operational creative practice along with agency partnerships and all available creative resources resulting in 400% increased volume and complexity of marketing initiatives.

HealthPartners, Bloomington, MN
Director, Brand and Creative

2015-2017

Directed cross-functional creative marketing teams, cultivated external agency partnerships, initiated brand campaigns, and led product/brand logo design activities. Cultured brand positioning for health partners to initiate effective brand development, facilitating omnichannel experience for connected several sub-brands and master brands. Established campaigns, improved customer experience, drove operational efficiency, and achieve cost savings by executing focused programmatic strategy. Led experience design efforts to align 13 web properties, facilitated unified customer experience, and leveraged effective CMS systems.

- Increased 224% YOY and 69% content consumption by deploying robust content strategies.
- Delivered marketing leadership support to HealthPartners brand and creative group for integrating health care organization offering care services and plan options to 1.5M patients and 1.5M medical and dental health plan members.

ICF Olson, Minneapolis, MN
Group Creative Director

2010-2015

Directed team in support of agencies largest client serving as creative leader for CRM marketing and loyalty, fortified member engagement with targeted brands, and leveraged proprietary database analytics for several clients comprising financial, travel, energy, and retail/dining. Provided effective assistance to brands in digital CRM space such as Amtrak, LensCrafters, Target Optical, and Best Buy, P.F. Chang's/Pei Wei. Established and mentored cross-functional teams to develop confidence and critical thinking capabilities for promoting career path development and collaborative culture.

- Directed creative team in support of CRM and loyalty for Amtrak, Olson's largest client, achieving year-over-year growth in 5+ years with 5M members, recorded ridership of 31M+ passengers, and generated \$10M+ in annual revenue.

ADDITIONAL EXPERIENCE

Creative Director, Life Time Fitness
Associate Creative Director, Arnold Ostrom Advertising
Senior Art Director, Tripp Agency
Art Director, The Arnold Group

EDUCATION

Bachelor of Fine Arts, BFA, Graphic Design
Iowa State University, Ames, IA

VOLUNTEER

Our Lady of Grace Men's Club
Member 2008 - 2020

University of Minnesota College Design Mentor Program
2018 - Current