

COVER LETTER

Hi, my name is Dan Gruskin. I'm a Creative Director with a strong background in design and marketing. Over the past eight years I have held multiple jobs in the design field, primarily dealing with ad production, print design, and web development. Most recently I've been working as Creative Director at Digital Remedy (formerly CPXi) a global digital media execution company. This role involves dealing with all aspects of the company, from AM's to HR and executives, my approach towards creative directing is inclusive, and that means getting everyone involved to ensure the brand is properly represented. I understand that in order for a brand to succeed there needs to be synergy between the products, the clients (consumers), the messaging, and the imagery that brings them together.

In early 2017 I spearheaded a complete re-branding of CPXi to Digital Remedy. This not only included new imagery (fonts, logos, photos, website, etc.) but also a comprehensive re-writing of the brand voice and sales direction. To this end we developed an internal marketing knowledge base, complete with everything from a standard brand guide to writing examples and the 'do's and dont's' of answering client questions. The rebrand was a huge success, and in the first year generated a 10% boost to overall revenue. Since then the company has continued on an upward trajectory, largely based on our ability to pivot quickly and develop new solutions within the modular Digital Remedy brand system.

In a more day to day capacity, I manage a team of in-house designers and marketers, ensuring that company goals, and personal goals are met. In this role I've worked with NBA and MLB teams, international beverage brands, national colleges, global products, national agencies, and local small businesses to ensure their brand standards are met regardless of where their ads are being shown. I also compile and analyze sales data (netsuite), google analytics reports, and campaign success metrics to improve the ROI of everything Digital Remedy is putting into the world. Most recently this has manifested as a 'content first' strategy devised to improve SEO ranking as well as maintain Digital Remedy's role as an industry thought leader.


Prior to my role at Digital Remedy I was a graphic designer at CPXi. My role at CPXi was ad creation for programmatic and custom campaigns. I also lead our adoption of HTML5 technologies. Before working at CPXi I was a graphic designer at a small design firm. My role at Wall Soup Creative was primarily print design and production, along with web development and design. Before working at Wall Soup I acted as both the marketing director for a non-profit corporation as well as the design intern at VWR Education. As marketing director at SBI I led a team of 5 designers, acting as creative director and as a designer. For VWR, much of my work was website maintenance (via a web management system.), web ad production, and social media management. I also worked with the lead designer on magazine layout for both the X-treme Geek and Edmund Scientifics brands.


Thanks for taking the time to check out my work (dangruskin.com, it's more fun freelance work up there, happy to chat about work done under NDA's), if you have any questions/comments please let me know. I'm reachable via e-mail and my phone number is 914-482-3767. Looking forward to learning more about the company and the position.


Best,
Dan Gruskin

DAN GRUSKIN

CREATIVE DIRECTOR

 914-482-3767

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 www.dangruskin.com

Creative Director with 8+ years of Brand Management, Art Direction, Design, and Marketing experience. Expertise with developing brand strategies, marketing campaigns, complex design systems, product development, and content production.

WORK EXPERIENCE

CREATIVE DIRECTOR

Digital Remedy,
Jan. 2017 - Present

Manage a team of designers and marketers who produce internal and external marketing collateral, banner ads, video ads, and custom ad units for international brands. Enforce and define brand standards globally across all solutions, helping to generate over \$100m in annual revenue. Help research and facilitate campaign completion for any media type, facilitating client growth (in some cases over 1,400% in 3 years). Partner with product and tech teams to develop new platforms. Research and analyze competitive positioning for all products and solutions, then develop go to market strategies and collateral based on research.

KEY ACCOMPLISHMENTS: Successful full re-brand of entire company including logo, typography, colors, imagery, language, and strategy. Over 100 pieces of collateral created across 7 solution sets. Partnered with 1,000's of clients to ensure campaign success. 16+ best places to work and company culture awards (joint effort between marketing and HR teams). Played critical role in positioning an innovative OTT/CTV solution in the marketplace.

DESIGN LEAD

CPXi,
Nov. 2013 - Jan. 2017

Banner campaign creation as well as production of in house marketing materials. This included both print and digital collateral, handling client relationships, and partnering with stakeholders to meet all KPI's.

KEY ACCOMPLISHMENTS: Working with international brands including major league teams (MLB, NBA, NHL), well known food and beverage brands, and global agencies. Helping to form internal marketing campaigns to make sure that company culture was always top of mind. Self taught HTML5 tech in order to train AM's and designers.

GRAPHIC DESIGNER

Wallsoup Creative Services,
Oct. 2012 - Nov. 2013

Primarily print design and production, along with web development and design. Clients included colleges, restaurants, local organizations, and food and beverage brands.

KEY ACCOMPLISHMENTS: Self taught web development skills (HTML, CSS, some JS and PHP). Developed the Sackler School of Medicine interactive e-magazine and website.

SKILLS

TEAM LEADERSHIP: Lead and oversee long term and day-to-day projects. Help team members (Art Directors, Designers, Marketers) with time management, goal creation, and individual development.

BRAND IDENTITY: Understand the value of a holistic approach to creative direction. Acknowledging that the culture and community of a company are just as much a part of the brand as the visual assets.

BUSINESS DEVELOPMENT: Work closely with all departments to understand their needs and the needs of their clients. Use this knowledge to create marketing and sales strategies to accomplish their goals.

EDUCATION

UNIVERSITY AT BUFFALO

B.A. Communications Design,
Graduation 2012

EXPERTISE

ART DIRECTION
ADVERTISING
DESIGN
CONTENT STRATEGY
BRAND DEVELOPMENT
CLIENT MANAGEMENT
ADOBE CREATIVE SUITE

INTERESTS

Anything Outdoors (hiking, climbing, surfing)

Everything Music (playing it, listening to it, seeing it)

YumSizzle (side project of recipe videos and hot sauce reviews!)