

# Danny Laake

—hdl.2013@gmail.com—ad creative.—

## Modus operandi.

Driven, affable, award-winning creative with 5 cumulative years of agency and freelance web & flat design, copywriting, email marketing, and account & project management experience enthralled with the intersection between art and communication. Poised & ready for remote work from Taos, NM.

## Work Experience.

—laakecreative.com—

### Verblío Contract Graphic Designer / Denver, CO / Apr 2022-Present

Sole design resource in the Marketing department of SaaS agency Verblío; this role works closely with Marketing & its shot-callers to strategize and implement branding improvements on everything from social & email campaigns to major homepage WordPress redesigns & developing their podcast brand.

### Raze Media Email & Marketing Manager / Dallas, TX / Apr 2018-Feb 2022

Head of Mobile & Email Marketing. Pivotal role managing all SMS marketing clients & mobile-aligned projects like B2B app software UX planning/design, making up ~1/4 of agency revenue. Promoted to include email marketing at 2 year mark. Won 2019 AMA DFW Mobile Marketing Award for El Chico.

27M MTs sent 187 workflows built 75+ emails designed 400+ graphics created 86 clients serviced

### BLVR Booking Owner / Denton, Dallas, TX / Jun 2016-Present

Self-run event booking & freelance design/social media management initiative. Autonomous curation of over 200 concerts including 3 festivals with over a 1,000 cumulative attendance. Freelance arm operational for 6+ years, assisting clients like TGI Fridays, Mathnasium, NeuroSpicy, Saltbox & more.

## Nurture.

Strake Jesuit College Preparatory '13

University of North Texas Mayborn School of Journalism '17

Bachelor of Arts in Advertising, Focus in Design, Minor in Sociology

## Prowess.

Relationship management is my bread and butter. Skills include flat and web design, collateral design, UX design, logo design/branding, copywriting, Agile and Scrum UX project management, email campaign writing, admin & mgmt, interviewing, and social writing, design & mgmt.

## Tools.

Adobe Photoshop	=====	MASTERY
Adobe Illustrator	=====	MASTERY
Adobe Lightroom	==	ACQUAINTED
Adobe InDesign	=====	COMFORTABLE
Adobe Premier Pro	==	COMFORTABLE
Adobe XD/Figma	=	ACQUAINTED
Ent. Email Pltfms	=====	COMFORTABLE
WordPress Build	=====	COMFORTABLE
Microsoft Excel	=====	MASTERY
Google Workspace	=====	MASTERY

## Vivamus moriendum est.

—let us live, since we must die.—

From a balanced life springs ever-abundant beauty. I am an avid guitarist, local music nerd, climber, weightlifter, soccer fan, hiker, camper, snowboarder, and illustrator. Eyes set on steady improvement.