

Danny Laake

hdl.2013@gmail.com – ad creative. –

Modus operandi.

Driven, affable, award-winning creative with 4 cumulative years of agency design, copywriting, email marketing, account, and project management experience enthralled with the intersection between art and communication.

Work Experience.

laakecreative.com –

Raze Media Email & Marketing Manager / Dallas, TX / Apr 2018-Present

Head of Mobile & Email Marketing. Pivotal role managing all SMS marketing clients & mobile-aligned projects like app software UX planning/design, making up a quarter 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

Agency Entourage Art Direction Intern / Dallas, TX / Aug 2016-Jan 2017

First venture in an agency environment. Tasked with learning the operations of an agency heirarchy, including producing comps, one-offs & ideas for a Creative Director, working with my copywriter, group brainstorming and strictly-compartmentalized acclamation to the entire creative process.

BLVR Booking Owner / Denton & Dallas, TX / Jun 2016-Mar 2021

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 3+ years, assisting clients like TGI Fridays & Mathnasium plus many small-businesses.

Nurture.

Strake Jesuit College Preparatory '13

University of North Texas Mayborn School of Journalism '17

Bachelor of Arts in Advertising, Focus in Design

Prowess.

Graphic design, copywriting, gamification planning & design, SMS workflow design, Agile UX design/project management, email data management, interviewing, SMS compliance, small business & enterprise account mgmt, whitepaper, case studio, & award entry writing.

Tools.

Adobe Photoshop	=====	MASTERY
Adobe Illustrator	=====	MASTERY
Adobe Lightroom	==	ACQUAINTED
Adobe InDesign	====	COMFORTABLE
Adobe Premier Pro	==	COMFORTABLE
Adobe XD	=	ACQUAINTED
Figma	=	ACQUAINTED
Enterprise Email	=====	CONFIDENT
Microsoft Suite	=====	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, runner, climber, weightlifter, hiker, camper, snowboarder, illustrator, local music nerd, and cat dad. Eyes set on steady improvement.