



DANIELLE ELLIOTT

DIRECTOR | BRAND & CREATIVE

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Self-directed and enthusiastic storyteller with 20+ years of experience in overseeing brand elements, driving creative, and providing strategic direction and positioning. Big picture creative leader with a love of storytelling and finding creative solutions to branding challenges. Passionate about broadening representation and diversity in marketing. Experience partnering with executive teams to drive brand alignment and implementation. Extensive ad agency, in-house, startup, tech, and management experience with a sophisticated aesthetic, a detail oriented approach, and an affinity for curation.

CORE COMPETENCIES

- Brand Communications & Brand Strategy
- Competitive Analysis & Customer Insights
- Strong Interpersonal Communication Skills
- Creative Direction & Copywriting
- Art Direction, Photography, & Curation
- Brand Positioning, Alignment, & Implementation
- Creative Coaching & Brand Training
- Content Strategy, Development & Production
- Thought Leadership & Collaboration
- Brand Aesthetics & Storytelling

EDUCATION

MASTER OF ARTS, *Film Critical Studies*, University of California at Los Angeles, 2004

BACHELOR OF ARTS, *Communications | Film Production*, Loyola Marymount University, 1999

EXPERIENCE

TRUSTED HEALTH

04/2022 - present

Brand Director

Remote

- Oversee and lead the brand team responsible for delivering creative strategy, data-driven insights, and creative campaigns that tie to business goals across B2C and B2B
- Maintain the integrity of the brand across all company marketing initiatives and communications by working closely with internal and external teams to shape strategically sound creative work
- Assess and evolve existing brand strategy and expression to reflect the ever-changing tides in the healthcare marketplace

AMAZON (Contract)

11/2021 - 04/2022

Brand Creative Program Manager

Remote

- Oversee the execution of brand creative projects supporting high profile, high impact business initiatives including the Amazon parent brand
- Support the brand design team leading parent brand design, governance, and consultation across the org
- Partner with Global Creative Director to manage workload and projects across brand design team including shepherding national campaign work, brand guidelines, build out of company brand portal, and socialization of brand updates across the organization.

BLANTON TURNER

08/2019 - 07/2021

Creative & Marketing Director

Seattle & Remote

- Lead creative and marketing department overseeing the creation and brand management of 70+ unique brands and all marketing efforts.
- Ensured brand voice and story of each brand was clearly executed through effective graphic design, photo, video across print, digital marketing, and experiential.
- Developed and implemented dozens of brands including creating brand stories, visual identities, and voice and tone. Executed each marketing plan to bring the brands to life across all touchpoints of the customer journey.
- Streamlined workflows, reporting, and budgeting by implementing new tools, developing best practices, building creative brief templates and expanding vendor and contractor partnerships.
- Strengthened agency and 3rd party resource management to create high-quality digital marketing activations and develop influencer outreach.
- Served as lead communications and PR representative for the company as well as guided key company-wide internal communications to employees, and external communications to clients, partners, and residents/tenants.
- Participated in strategic planning alongside directors and executive leadership to establish operations objectives.
- Led the creation of over a dozen new branded website launches including Blanton Turner's. This included guiding wireframing, content development, copywriting, photography, website design and functionality.

CREATIVELIVE

10/2012 - 10/2018

Senior Brand Manager (*promoted 11/2015*)

Seattle & San Francisco

- Lead brand re-positioning with exec team to establish brand story, personas, mission, vision, value proposition, differentiators, brand attributes, voice and tone, and partnered with creative to update the brand identity.
- Created brand book, brand guidelines, and brand positioning framework In collaboration with Creative Director, VP of marketing, and team of copywriters and designers.
- Developed framework for brand storytelling across customer journey for each customer persona to increase brand awareness and engagement across the creative community.
- Facilitated brand presentations and trainings across marketing, content, and product teams to ensure consistency of brand expression and coordination of brand elements throughout each department and their output.
- Built and executed a creative strategy for photography, branded videos, and motion graphics.
- Cultivated brand adoption by assisting with the build out and launch of a digital asset management system saving time across the org and increasing productivity.
- Generated over 11,500 customer survey responses and conducted customer research and interviews to aid in strategy and planning for new product offering.

Executive Producer | Creative Studio (*promoted 09/2013*)

Seattle & San Francisco

- Started and grew creative services team to 10 people overseeing design, video, and content publishing.
- Partnered cross-functionally across web development, product, marketing, and production on brand implementation.
- Oversaw every aspect of branded content creation across design and video from concept to final delivery across all distribution channels, adhering to content calendar and executing on aspirational creative to inspire customers.
- Responsible for hiring, inspiring and mentoring a team of creatives including, project managers, designers, videographers, and producers to create innovative customer facing marketing creative.

Content Producer

Seattle & San Francisco

- Co-created content playbook and strategic plans for e-learning programming series to manage marketing, production, budgets, and content publishing. Ensured projects were completed on time/budget and to artistic standards.
- Generated over \$1M in revenue by collaborating with instructors to develop bold course content in the emerging e-learning space. Optimized each presentation for live streaming hosted on an interactive online platform.
- Designed workshops alongside high-profile authors, speakers, entrepreneurs, and photographers such as Lewis Howes, Jennifer Lee, Porter Gale, James Wedmore, Pamela Slim, Scott Robert Lim, and Susan Stripling.