



DANIELLE FLEMING

A dedicated creative visionary with the analytical mind of a strategist and the processes of a project manager.

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STRENGTHS

- 11 years agency experience
- 6 years management experience
- Procedure process development
- Proactive project management
- Strong project & team leadership
- Solid presentation skills
- Meet pressing deadlines while maintaining quality
- Solution-oriented
- Branding & advertising for both B2B & B2C clients
- Creative direction, ideation & brainstorm
- Web & print design
- Company & product naming

PROFICIENCIES

- Adobe Creative Suite
- InVision App
- HTML/HTML5
- CSS
- WordPress
- Unbounce
- UberFlip
- Salesforce/Pardot
- HubSpot
- Eloqua
- Basecamp
- JIRA
- Microsoft Office

EDUCATION

- Eastern Illinois University
Charleston, IL | 05.2006
BA: Graphic Design, Marketing
- Rollins College
Winter Park, FL | 04.2018
Completion of PMP Training Course

INVOLVEMENT

- 2015 AIGA Orlando
Mentorship Program Mentor
- AIDT/Sandford Brown College
2014 Board of Directors

EXPERIENCE

FARO® Technologies Lake Mary, FL | 06.2019 – present
Creative & Brand Manager - Americas
Promoted to drive the FARO brand, lead and build the creative team, and oversee production queue. Instituted “Brand Essence” initiative to help capture and document elements of FARO’s brand identity. Spearheaded “second eye” quality assurance review process. Improved design processes to reduce development time by half. Hire, collaborate, educate and hold accountable third-party creative vendors.

FARO® Technologies Lake Mary, FL | 03.2017 – 06.2019
Digital Graphics Designer
Led the branding of FARO’s vertical identities to support the company’s go-to-market approach. Execution of corporate marketing and brand-level campaigns on a wide range of visual design projects. Work directly with other regions to streamline the creative process, deliver high-value assets, and ensure a cohesive, attractive look-and-feel is achieved globally. Collaborated with, educate, and hold accountable third-party creative vendors.

Imagine Creative Chicago, IL | 07.2010 – 06.2019
Freelance Designer
Conceptualized and developed brand identities, print, websites and social media. Clients included: Publix, Icon Building Group, Nash Digital Media and Abbott Labs.

Dream Factory, Inc. Orlando, FL | 10.2011 – 02.2017
Creative Manager
Provided creative vision and art direction for the development of advertising and marketing projects. Worked directly with clients, ranging from start-ups to international corporations, to deliver stand-out branding and creative solutions. Managed and mentored the creative department consisting of designers and developers. Maintained production schedules and budgets. Developed internal procedures to improve efficiency and quality across all departments. Quality assessed all design, development and marketing deliverables.

Dream Factory, Inc. Orlando, FL | 10.2007 – 10.2011
Art Director
Performed lead role in the design and production of print, web, and multimedia projects. Met with and developed projects with existing and potential clients. Supervised designers on my team. Prepared final files for printers and vendors.

Aisle Rocket Studios Palatine, IL | 05.2006 – 06.2007
Art Director
Designed marketing, advertising and training materials for the Sears Holdings Corporation and the Whirlpool Corporation. Applied design and organizational skills to create and execute quality designs under pressing deadlines. Created processes and templates to benefit ongoing projects.