

Daniel LaFayette

CREATIVE DIRECTOR | CREATIVE MANAGER | BRAND LEAD
ARLINGTON HEIGHTS, IL



Contact

312.318.6871
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Portfolio

dlafayetteportfolio.com

Skills

- Creative Direction
- Art Direction
- Photo Direction
- Corporate Communications
- Project Management
- Social Media Marketing
- Brand Management
- Content Strategy
- Strategic Thinking
- Digital Marketing
- Collaboration
- Problem Solving
- Storytelling
- Brand Strategy
- Vision
- Adobe Creative Suite
- Microsoft Office
- Key Account Management
- Professional Development
- Workfront

Career Summary

A versatile and creative marketing and brand champion who leads the creation and implementation of consistent brand messaging and visual identity across the organization. Brings adaptability to changing priorities and builds strong relationships. A partner, who works collaboratively with stakeholders to apply their feedback and drive brand performance. Leverages management experience in design, marketing and communications to review, make recommendations or approve brand assets.

Work Experience

KLEIN TOOLS, Lincolnshire, IL | *Professional Hand Tools*

Marketing Communications Manager

2022 – 2024

Participated in brand strategy development, planned and executed all customer-facing marketing programs, digital marketing efforts (programmatic display advertising, social and video), curation and editing of content for websites, email and online marketing channels.

- Drove a 45% conversion rate increase spearheading landing page development for promotional, trade shows and new product launch campaigns.
- Secured \$40M in earned media and a 19% increase in product ownership among tradesmen with 0-10 years experience as the coordinator of a youth-targeted, national PR event on the skilled trades.
- Achieved 1.5M in peak views and 3x above average engagement as the producer, writer and director of an eight part social media campaign promoting Made in the USA manufacturing and Best-In-Class quality across all channels.
- Increased brand engagement 14% by reformatting a live social media broadcast series to improve production values and repurpose evergreen content for future social and email marketing efforts.
- Achieved over 10k entries to win one of 60 holiday ugly sweaters as part of the “12 Days of Kleinmas” promotion. This capitalized on customer’s passion for the brand leading to greater exposure through engagement and social posts from winners.

ABBVIE, Mettawa, IL | *Healthcare and Pharmaceutical Products*

Creative Account Manager (Contract Role)

2021 – 2022

Prioritized the strategic and tactical execution of B2B projects and timelines with internal creative team and external resources. Applied strategic thinking and problem solving skills, adhered to corporate brand guidelines in promotional material development.

- Saved \$450k in external agency costs by effectively assigning and trafficking the development of key sales and marketing materials from the strategic direction through medical and regulation approvals to internal communication across organization.
- Produced 30 digital or print assets on time, on budget and within regulatory compliance for each of 5 product (indications) launches across gastroenterology, rheumatology and dermatology.

ARTHUR J. GALLAGHER & CO., Rolling Meadows, IL | *Benefits & HR consulting*

Key Account Creative Manager | Art Account Manager

2019 – 2020

Leader and brand liaison who utilized project planning skills and provided excellent customer service to internal and external stakeholders. Leverages strong verbal communication skills with creative team of twelve.

- Delivered \$22MM in opportunities coordinating the creation of 12 complex data-driven thought leadership reports, infographics, assets for print, video, web, social and email lead generation campaigns.
- Increased sales team effectiveness leading the design and development of 14 industry-specific benchmarking analytics reports. Demonstrated company capabilities in competitive environment.
- Planned execution of over 860 creative deliverables at a swift pace, utilizing strong project management and time management skills. Built collaborative relationships through strong communication skills to create a sense of trust between stakeholders and internal art team.



Education

Bachelor of Fine Arts,
Graphic Design,
University of Illinois
at Urbana-Champaign

Volunteer

Holy Family Job Support
Group, Inverness, IL
24/7 volunteer advisor
January 2017 - present

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Work Experience

ARTHUR J. GALLAGHER & CO., Rolling Meadows, IL

Marketing Communications Manager

2013 – 2019

Brought a demonstrated commitment to the development and maintenance of branding creative standards. Prioritized and positioned creation of branded content, collateral, presentations, templates, and multimedia animation sales tools for email and social networking integration.

- Reduced wasteful spending by \$250K per year by creating a branded gift card program with finance team. Program provided documentation, reporting as well as efficiency and consistency in corporate brand identity and brand awareness with clients and prospects.
- Generated \$18.8M in revenue from 700 business opportunities by leading the creative strategy of thought leadership content development initiatives across multiple platforms.
- Executed two corporate rebrand initiatives building best practices, style guides, designed templates for Microsoft Office Suite, and messaging including brand transitions for mergers and acquisitions.

GROHE AMERICA, INC., Bloomingdale, IL | *Luxury faucet & shower products*

Marketing Communications Manager

2007 – 2012

Supervised a creative staff of two and the work of multiple external vendors with a \$4MM budget. As a strong evaluator and brand champion, delivered technical & creative writing and editing. Communicated the brand ID as a subject matter expert to ensure consistency.

- Generated \$3MM in first year revenue through the creative direction of the GrohFlex™ advanced valve system, including collateral, advertising and showroom display utilizing Adobe Creative Suite.
- Delivered 35% growth in construction and hospitality sector sales through the project management and delivery of company's first targeted presentation kit.
- Captured \$10MM in incremental revenue with exclusive retail product launch in Lowe's home centers by managing the art direction of the package design, collateral and in-store display.
- Raised \$70K for the Breast Cancer Research Foundation managing the creative direction of HopeFlows – Grohe's first cause marketing program.

Marketing Services Manager

2002 – 2006

Managed a team of two, leading graphic design, photography direction and print production.

- Reduced costs by 25% through the restructuring of global collateral for North American market using skills in Adobe InDesign to align with financial restraints while maintaining effectiveness.
- Improved customer satisfaction as an art director for industry's first innovative interactive touch screen product kiosk – installed in 100 showrooms to solve problems with product line.

Senior Graphic Designer

1997 – 2001

Created all B2B marketing and sales enablement materials with the ability to work independently.

- Increased category sales 15% utilizing problem solving design skills to develop industry's first custom shower systems guide, a strategic sales support and training tool used in 2,000 showrooms. With an eye for creativity, applied skills learned in Adobe Illustrator and Adobe Photoshop.
- Delivered a 22% increase in sales creating the visual identity, collateral and promotional materials for industry's first stainless steel faucet, becoming the company's largest selling kitchen product.