

# VALERDI

**Danny Mark Valerdi**  
Art Director/Designer

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## About

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Dynamic and innovative Senior Art Director with over 10 years of experience in the advertising industry, combining expertise in digital campaigns, brand development, team leadership, and social content. Known for delivering creative and impactful advertising solutions that enhance brand visibility and engagement, with a strong digital and print media background. Fluent in English and Spanish, adept at leading cross-functional teams to achieve project goals and exceed client expectations while leveraging a unique blend of cultural influences to create compelling visual narratives. Proven track record of leading successful campaigns and projects from concept to completion, demonstrating exceptional ability in branding, art direction, and fostering innovative creative environments.

## Experience

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### Senior Art Director

Republica Havas, Miami, FL | Jan 2022 - Present

- Managed and directed the efforts of Designers, Senior Designers, and junior Art Directors, ensuring high-quality output and adherence to project goals.
- Collaborated with cross-functional teams to ensure cohesive brand messaging across all platforms.
- Delivered outstanding 360 work that was timely, strategically sound, aligned with brand identity, and budget-conscious, all while navigating the fast-paced environment of social media.
- Contributed to achieving client's goals and aligning with business priorities through effective partnership with developers.
- Developed comprehensive style guides, visual reference materials, and global activation kits for new retail stores.
- Conducted regular meetings with team members to provide feedback and guidance, fostering a collaborative and growth-oriented environment.
- Supervised projects undertaken by external agencies, independent creators, and production partners, ensuring alignment with our client's creative vision and standards.
- Coordinated and managed the Design team's workload, ensuring efficient distribution of tasks and timely project completion.
- Worked closely with production teams to produce captivating photographs and videos for use across various platforms, enhancing our client's brand visibility and engagement.
- Championed innovation and excellence within the team, continually raising the bar for quality and creativity in all design endeavors.

### Art Director

Publicis Sapient/Razorfish, Miami, FL | Aug 2019 - Jan 2022

- Spearheaded the creation of social-first, brand-aligned assets, significantly enhancing the marketing experience and reinforcing brand positioning.
- Developed and designed content, captured photos, and filmed videos for clients such as FIAT, Chrysler, Alfa Romeo, and Dodge, for use across various platforms.
- Oversaw the art direction for major car launches, including digital, print, and social media assets.
- Successfully pitched and secured approval for creative brand campaigns from clients and stakeholders.
- Collaborated closely with the Creative Director and various departments, from concept development and location scouting to casting, execution, and the launch of commercials.
- Led and contributed to the creation of visually compelling social media content, operating both independently and as a team manager.
- Combined creative execution with strategic leadership to boost the brand's presence on social platforms, focusing on video content for both organic and paid channels.
- Managed and collaborated with a team of creatives, leveraging my skills and creativity to produce thoughtful, trend-setting visual outcomes.
- Worked in close partnership with the Senior Art Director, Marketing, and Business teams to conceptualize social media campaigns that contributed to comprehensive 360-degree customer experiences.

## **Jr. Art Director**

Zimmerman Advertising, Miami, FL | Jan 2018 - Aug 2019

- Contributed to creative strategy and execution for advertising campaigns, with a focus on retail and consumer brands.
- Assisted in the development of visual assets, including digital, social media, and print materials.
- Innovated original designs across various projects, including design systems, brand implementation, and campaign visuals, showcasing a strong foundation in product work.
- Skillfully interpreted, adapted, and applied clients' visual design systems to generate fresh content, ensuring brand consistency and innovation.
- Refined project elements, including layouts, images, and typography, to elevate the visual appeal and effectiveness of communications.
- Managed production design tasks, including file setup and asset production, ensuring technical precision and readiness for implementation.
- Presented design concepts and ideas to both the internal team and clients, effectively communicating creative visions and solutions.
- Applied visual design expertise to develop compelling materials for new business proposals and pitch concepts, driving agency growth and client acquisition.

## **Senior Graphic Designer**

Freelance Experience, Miami, FL | Jul 13 - Dec 17

- Engaged with various agencies and clients, delivering high-quality design work that spans branding, digital marketing, and print media.
- Agencies and companies includes but not limited to Royal Caribbean, Ronin Advertising Group, FIU Online, Ballistic, Barrent Printing, and ALMA,

## **Print Manager**

Office/Print Marathon, FL | Jul 12 - Dec 13

- Oversaw the entire print production process, ensuring timely delivery and quality of all print materials.
- Coordinated with design teams to ensure print specifications matched design intent and quality standards.
- Handled troubleshooting and problem-solving for any print production issues, ensuring minimal disruption to schedules.
- Implemented and monitored quality control measures to maintain high standards across all print jobs.

## **Education**

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### **BFA in Graphic Design**

Miami International University of Art and Design, Miami, FL | Sept 2009 - Mar 2013

## **Software Skills**

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Proficient in Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere), Lightroom, WordPress, and Microsoft Office.

## **Professional Skills**

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Proficient in logo design, branding, photography, illustration, and content creation

## **Language Skills**

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**English** - Fluent

**Spanish** - Fluent

## **Personal Statement**

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Born in LA, raised in the Florida Keys, and styled by Miami, with a heart that beats to a Mexican rhythm. I am a senior art director-designer who thrives on blending cultures into art. My diverse interests, from music to sports, influence my creative approach, allowing me to produce work that is as varied and dynamic as my background.