DANIEL TERGESEN
CREATIVE DIRECTOR / DIGITAL MARKETING DIRECTOR

CONTACT INFO

danieltergesen.com

516.551.0665

dtergesen@gmail.com

linkedin.com/in/ danieltergesen

EDUCATION

New York Institute of Technology
Old Westbury, NY

• BFA Computer Graphics 04'
• Graduated Cum Laude
• Dean's List, May 2004
• S.O.U.R.C.E Awards (Thesis Presentation), April 2004

PROFESSIONAL SKILLS

• Photoshop / Illustrator
• HTML / CSS / Mobile Web
• WordPress / E-Commerce
• Display Ads / Landing Pages
• Content Creation
• After Effects
• Premiere / Video Editing
• Social Media Management
• Social Media Ad Buying
• Google Analytics / Research
• SEO / SEM
• Mobile App Design
• Mobile / Social Gaming
• Unity 3D / Maya
• Wireframes / Storyboards
• Copy Writing

PROFILE

Innovative director with a passion for interactive design and an enthusiasm for technology that creates impactful, data-driven ad campaigns that maximize yield. A driven manager with fifteen years' experience creating digital products, specializing in: marketing, motion graphics, video, social media, UI/UX, and web/mobile design.

WORK EXPERIENCE

Project Manager - Verizon   New York, NY • 2017 - Present
• Design and develop detailed project plans for technical telecommunication projects.
• Lead project planning, prioritization, communication, and risk management
• Manage time, personnel and funds to ensure jobs are completed under budget.
• Make effective decisions when presented with multiple progress options.

Creative / Product Director - Propel Media   Irvine, CA • 2015-2016
• Directed the company rebranding including logo, website, social media channels, digital/video ads, business cards, media kit, one sheeters and other print materials.
• Designed the UX/UI for the Propel+ video ad player and reporting portal.
• Provided support for the business by envisioning and supervising the production of premium digital video and native ad experiences with the Propel+ video ad player.
• Managed an offshore engineering team by designing the product guidelines, user experience and revenue opportunities of scalable, cross-device video ad technologies.
• Increased profits by advancing relationships with countless top 500 publishers; ensuring that the products we produced were in line with our partners' needs.

Creative Director - Kitara Media   Jersey City, NJ • 2008-2014
• Directed a creative team of twelve people over each iteration of the company's growth.
• Executed the marketing and re-brand of Kitara Media after going public in 2014.
• Lead the design of a dozen of owned & operated websites, managing the constant optimization of the marketing funnel, removing friction and testing new ad solutions.
• Managed the social and content marketing of all product lines.
• Introduced mobile and social games to expand the company's revenue, product lines and customer acquisition base including the game Grumpy Goats.
• Brainstormed new features, creating design documents to communicate new ideas.
• Analyzed performance data and customer feedback to improve product design.

Sr. Designer - Oridian / ARG   New York, NY • 2006-2008
• Designed and animated hundreds of IAB standard creative banners.
• Created and coded dozens of landing pages using A/B testing.
• Responsible for sales decks, marketing collateral and managing the company website.

Web Designer - Aprosite   Hauppauge, NY • 2005-2006
• Coded, created and maintained multiple websites and publisher accounts.
• Overhauled the SEO of all publisher sites, growing search and organic traffic by 300%.