

DANIELLE M. DEMARCO

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EDUCATION

University of Michigan Stamps School of Art & Design

Bachelor of Arts in Art & Design

History of Art Minor

Music Minor

GPA: 3.96/4.00

Ann Arbor, MI | May 2020

Honors and Awards:

Bychinsky Bendler Award in Design

James B. Angell Scholar

University Honors

William J. Branstrom Freshman Prize

Dean's List

Danish Institute for Study Abroad

Graphic Design and Visual Journal

Copenhagen, Denmark

June–July 2018

SKILLS

Illustrator

Photoshop

InDesign

Premiere Pro

After Effects

Sketch

InVision

HTML/CSS (basic)

Microsoft Office

ACTIVITIES

Michigan Marching Band | 2016-20

Section and Rank Leader, Trumpet

Michigan Advertising and Marketing Club | 2017-18

Creative Design Team

Arts at Michigan | 2017

Arts Ambassador

EXPERIENCE

Michigan Marching Band (MMB)

Marketing & Social Media Manager | May 2020–Present | Ann Arbor, MI

- Optimize and diversify content strategy for peak performance and targeted demographics on each of the MMB's social media channels. Within the first seven months in this role, I increased social media engagement by 117%
- Oversee seven marketing staff members by providing art direction, brand management, and strategic development
- Manage external communications for the MMB, consisting of media requests, donor engagement, and recruitment efforts

Designer | May 2017–May 2020 | Ann Arbor, MI

- Managed two graphic designers and direct all creative efforts representing the organization
- Designed and created the MMB website to establish a fresh visual identity and online presence consistent with their tradition and forward-thinking brand
- Designed high-visibility promotional graphics for the band's social media audience of 100,000 people while furthering the mission of the MMB

Teal Media

Design Intern | May 2019–Present | Royal Oak, MI

- Work on the creative team on a variety of projects including creating responsive UX/UI design, identity design, social media graphics, infographic design, print design, and various graphic production deliverables
- Collaborate and take direction from lead designers to produce additional design collateral to support existing client branding
- Attend brainstorming sessions and contribute original ideas that push traditional design solutions

Coppersmith Brewing

Designer | August 2019–Present | Livonia, MI

- Create the logo and visual identity system which reflects the personable and accessible values and goals of the brewery
- Design the website for Coppersmith Brewing that meets the brewery needs and establishes a strong and consistent digital presence
- Design a variety of collateral including product packaging and print materials which supports the Coppersmith Brewing brand
- Lead collaborative ideation sessions and communication with the Coppersmith Brewing team to establish a clean visual aesthetic and review feedback

William L. Clements Library

Marketing and Media Assistant | May–Dec. 2017 | Ann Arbor, MI

- Developed the visual brand of the library by designing promotional materials and collateral, including large-scale posters, pamphlets, and mailings
- Managed the library's social media accounts and monthly newsletters to increase student engagement and outreach to the library's 6,000 supporters
- Collaborated with library curators to design the library's self-guided tour booklet which is representative of the goals and mission of the library