

Daniel "Bryce" Conti, Art Director & Content Producer

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LINKS

[Creative Portfolio](#), [LinkedIn](#), [Instagram](#)

PROFILE

I am a passionate, creative, and strategic thinker with expert knowledge of creative and production. I have technical experience in graphic design with advanced ability in creative development and proficiency in photo production and campaign execution. I am proficient in Adobe Creative Suite and in executing omni-channel creative concepts from ideation to distribution. I'm not afraid to take on any challenges and relish the opportunity to improve operations and seek out better methods to achieve more reliable, agile, scalable, and sustained results.

PROFESSIONAL EXPERIENCE

Mar 2022 — Present	Manager, Creative Services, Prism Group Global	Washington, D.C.
	<ul style="list-style-type: none">• Oversaw and managed all aspects of multiple client projects including; graphic and digital design, branding, and creative direction.• Lead and contributed to brainstorming sessions involving the design, conception, and creation of new content to be used on digital and social channels from a client brief.• Supports clients by designing and producing a variety of graphic material, social media, web designs, and event management.• Create digital and graphic content using Adobe Creative Suite software; including Photoshop, Illustrator, InDesign, Premiere, and Lightroom.• Assist with a wide range of creative projects; including omni-channel advertising efforts on social media, website management, print materials, professional documents, and event signage, while meeting tight deadlines.• Prepare detailed and well-thought-out proposals and marketing plans to be presented to clients' executive and creative teams.	
May 2020 — Mar 2022	Digital Content Producer, Vapor Elemental Wear	Charleston, SC
	<ul style="list-style-type: none">• Brought forth a deep understanding of branding, visual design, and digital marketing. Presented refined and well-designed creative materials to the executive team, copywriters, and photographers.• Contributed to brainstorming sessions involving the design, photography, conception, strategy, and creation of new digital content in line with competitive design trends.• Managed and updated over 100 pieces of merchandise on e-commerce and Amazon storefront, including home page, collection, and product pages.• Collaborated with copywriter and constructed weekly mailings, marketing materials, and daily website content and updates.• Planned, organized, executed, and edited 3-5 lifestyle photo shoots per month featuring (10-20) top-selling and in-season products to keep web content current and captivating.	
Aug 2019 — May 2020	Graphic Designer & Multimedia Specialist, Clemson University	Clemson, SC
	<ul style="list-style-type: none">• Created and managed computer-generated image design projects for events, presentations, and digital distribution and met production deadlines.	
Apr 2017 — Aug 2019	Graphic Designer, Clemson University Football Recruiting	Clemson, SC
	<ul style="list-style-type: none">• Designed over 50 personalized graphics a week for recruits and created specific personal recruiting campaigns with an emphasis on social media distribution.	

EDUCATION

Aug 2017 — Aug 2019	M.S. Graphic Communications, Clemson University	Clemson, SC
Jun 2013 — May 2017	B.S. Graphic Communications, Clemson University	Clemson, SC

SKILLS

Art Direction	Brand Strategy
Adobe Creative Suite	Graphic Design
Communication & Presentation	Content Research