

Daniel Brown

- 📄 Frontend Design & Dev
- 🎨 Graphic Design
- ✉ Email Marketing
Strategy, Design, & Dev
- 📦 Package Design

PORTFOLIO

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CONTACT

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SUMMARY

Years of Professional Experience: **10+**

Companies: **3** - LeanKit

Griffin Technology

Emma

Primary Positions Held: **8** - Email Designer & Developer

Design Team Lead

Product Owner

Package Designer

Frontend Designer & Developer

Frontend Team Lead

Email Marketing Specialist

Graphic Designer

SKILLS

HTML / CSS

LESS / SASS

JQuery

Photoshop

Illustrator

Sketch

WordPress

Sublime Text

GIT

Atom

CodeKit

Axure

InVision

Final Cut Pro

After Effects

Mailchimp

Emma

Campaign Monitor

ExactTarget

InDesign

Bicycle Repair

TIMELINE

LeanKit - 2017/Present

LeanKit is a SaaS (Software as a Service) application which supports the implementation of Lean principles, practices, and work methodologies.

LeanKit has an enterprise class product used by companies like; Adobe, PayPal, Verizon, and Thomson Reuters. Despite their large stature however they are still very much in the "start up mindset" which means everyone wears a lot of hats.

My day at LeanKit will involve everything from creating social assets to eBooks to the new company sweatshirt. Best strategy here is to always be flexible, embrace learning new skills and industries, be self-motivated and always bring a positive attitude.

Griffin Technology - 2012/2017

Griffin Technology is a worldwide tech retailer that manufactures protective cases and other accessories for iPhone, iPad and other devices. The five years I spent at Griffin were incredibly varied and energetic. When you are a part the worldwide technology industry you have no choice but to live at a faster pace.

I was incredibly fortunate to be able to participate in many different ways during my time at Griffin. The following are some of the highlights of my responsibilities.

- Email marketing strategy, design and implementation
- Web design and code
- Social media asset development
- Package design
- Creative development of specific one-off projects (videos, events, guerrilla marketing efforts, etc.)
- Ongoing support of the rest of the team assisting with things like presentations, packaging, image resizes, etc. as needed.
- Lead the designers and copywriters on the channel team
- Acted as the main Marketing communication point to Sales people in the channel

Emma, Inc - 2007/2012

Emma is an email marketing platform and service that helps their customers build smarter and more effective email campaigns.

Emma was my first real job out of college and I will always count myself lucky I got to be a part of this great Nashville success story. Not only was this where I was introduced to HTML Email (a somewhat niche discipline that I have been fascinated with ever since) but I had the privilege of leading a team of fifteen people encompassing four different roles.

It was also during this time that I helped conceive, concept, create, and execute a gallery of free pre-built email designs our customers could choose at any time. This was an enormous shift in business strategy for Emma and a tremendous learning experience.

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