

DANICA ANNE NUESTRO

creative marketing ♦ strategic thinker ♦ visual storyteller

CONTACT

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STATEMENT

Highly skilled marketing creative with extensive experience in hospitality, music and entertainment. Strong background in event campaign development, strategy and execution while maintaining brand identities and values. Adept at understanding the user experience and translating company visions and goals into effective marketing and design solutions.

PERSONAL QUALIFICATIONS

- ♦ Project Management
- ♦ Digital Advertising
- ♦ Campaign Development and Execution
- ♦ Creative Thinking *via Motion Design*
- ♦ Brand Consistency and Advocacy
- ♦ Brand Management, Strategy, and Promotion
- ♦ Google and Social Media Analytics
- ♦ Visual Storytelling *via Marketing*
- ♦ Music industry Knowledge, *Electronic and K-Pop emphasis*
- ♦ Passion for Live Music and Events
- ♦ Social Media Content Creation
- ♦ Leadership and Collaboration

PROFESSIONAL SKILLSETS

- ♦ Adobe Creative Suite (*Photoshop, Illustrator, AfterEffects, InDesign, Lightroom*)
- ♦ Analytics
- ♦ Asana
- ♦ Capcut / InShot
- ♦ HootSuite
- ♦ Mailchimp
- ♦ Ticketmaster / TMI
- ♦ Wordpress

EDUCATION

San Diego State University
August 2012 – December 2017
Bachelors of Arts, Applied Arts and Sciences (B.A.S.c) in Art, emphasis in Multimedia

EXPERIENCE

Insomniac Holdings, LLC ♦ Calabasas, CA

Marketing Specialist | July 2022 – Present

- ♦ Marketing Lead, Development and Execution of milestone event campaigns, including:
 - ♦ Kx5 at the Los Angeles Memorial Coliseum: the largest single-day concert by an electronic artist in North America,
 - ♦ Subtronics' Antifractal Tour: Bassrush's first full tour promotion, and
 - ♦ Above & Beyond's Group Therapy 500 (ABGT500): the largest Group Therapy weekender celebration in Los Angeles
- ♦ Successfully managing and executing concurrent marketing campaigns of medium to high complexities for concerts, branded shows, and festivals; in an ever-evolving, fast-paced environment within the music and entertainment industry
- ♦ Effective team leadership and collaboration, including:
 - ♦ Main point of contact and liaison pertaining to all bass event marketing items for internal and external stakeholders, and partners
 - ♦ Providing initiatives and aligning all internal and external stakeholders on all marketing objectives
 - ♦ Establishing onboarding and guidance for new relationships with external vendors; fostering brand advocacy and loyalty

Marketing Coordinator | December 2021 – July 2022

- ♦ Marketing support on the execution of notable campaigns, including:
 - ♦ Excision's The Stadium at BMO Stadium: the artists' largest headlining show in Los Angeles
 - ♦ A State Of Trance's special ASOT1000 show at BMO Stadium
- ♦ Contributed to the success of concurrent marketing projects with rapid marketing cycles within a calendar year, averaging about 2-4 marketing campaigns from announce, onsale, sustain and closing campaigns per week

Ice Box, LLC ♦ San Diego, CA

Creative Director | July 2019 – Present

- ♦ Reports directly to the Founder and Director of Operations and communicates all marketing reports, analytics and social reach of the company
- ♦ Leads, directs and oversees all creative marketing content for production in web, print and digital materials
- ♦ Stays up-to-date with latest marketing techniques and fresh approaches to advertising

Good Time Design, LLC ♦ San Diego, CA

Sr. Graphic Designer | October 2021 – December 2021

- ♦ Developed and executed the brand design of Go Go Amigo—the South-of-the-border inspired restaurant and bar at Liberty Station—by designing all logotypes, menus, digital and print advertisements, and more
- ♦ Innovated marketing designs for company's clients and venues by implementing visually animated approaches to their digital marketing materials within extremely tight deadlines

Graphic Designer | July 2019 – October 2021

- ♦ Lead the brand design of locals-driven restaurant, bar and live music venue in the Westhaven community of Franklin, TN, envisioned by company CEO, by developing primary logo, menus, digital and print advertisements, and more

Festival Squad, Inc. ♦ Remote/Global

Chief Marketing Officer | January 2020 – October 2021

- ♦ Reported directly to CEO with accountability for all marketing plans/programs, partnership development, plus contributor, client and audience retention
- ♦ Conducted in-depth market and audience research, implement advertising strategies, and maintain important industry relations
- ♦ Managed social media, promotions, print, mobile media, web, SEO and Google analytics
- ♦ Established official company guidebook for onboarding Social Media Managers that implemented marketing strategies to compete and uphold brand to current social media trends
- ♦ Created official company guidebook and growth strategy for onboarding Promotions Managers that provided new business opportunities and optimized digital marketing and sales strategies
- ♦ Increased brand partnerships and festival media approvals nationally and globally through the redesign of company's digital promotional campaigns and update of our PR media kits