



DAVID DAY

CREATIVE LEADER

Simply put: **I like to get things done.** Over the past **20+ years**, I have a track record of developing successful creative, and leading diverse teams in dynamic environments across multiple time zones, to **deliver top-tier creative solutions** to global brands within several markets and industries.

As a versatile leader and **jack-of-all-trades**, I excel in adapting to new challenges, proactively solving problems, and foreseeing potential obstacles. With a take-charge attitude, I am committed to empowering my team, optimizing our collective strengths, and **driving projects to successful outcomes, helping organizations thrive.**

CONTACT ME

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EDUCATION

B.A.S. Tech Management, Info Security Assurance

St. Petersburg College
Tarpon Springs, Florida
2009

SKILLS

// Professional

Project Management (Kanban / JIRA)
Client Success
Team Leadership & Development
Google Suite & Microsoft Office
Slack

// Creative

Creative Strategy & Direction
Video Production & Editing
Adobe Creative Suite
Figma
Copywriting

// Audio

Music Production & Engineering
Music Composition
Mixing & Mastering
Sound Design & Editing
FL Studio / Reaper / Ableton

// Hobbies & Interests

Disc Golf
AI Technology
Space Exploration
Video & Board Games
Tabletop RPGs

WORK EXPERIENCE

○ Headlight / Art Director

From 2021 to Present

Leading a team of creatives to increase clients' ad engagement by integrating data-led strategies for high-impact paid social performance.

- Analyzing performance data to develop and scale new concepts and strategies, and presenting them to client senior/exec. management
- Ensuring brand consistency across global brands during critical rebranding phases, enhancing brand recognition and market reach
- Leading creative accounts with over \$1mm in monthly ad spend
- Providing strategic guidance and feedback to a diverse team of creatives, enhancing project execution and creativity; fostering a collaborative and innovative work environment, leading to notably higher project satisfaction rates among clients

○ Wizard Beard Productions / Founder & Video Director

From 2016 to 2020

- Founded and led a video production company, orchestrating on-location and in-studio projects; managed shoots up to 25 crew members; and consistently delivered projects under budget while maintaining top-tier production quality
- Spearheaded a specialized crowdfunding video team; devised and executed innovative video strategies that raised millions for clients, significantly exceeding fundraising targets

○ Lead Videographer & Editor / KelbyOne

From 2013 to 2016

- Produced high-impact videos for dozens of brands
- Provided guidance and mentoring for an 8-person team, boosting productivity and client satisfaction through thoughtful leadership

○ Videographer, Editor, & Motion Designer / Freelance (2010-2013)

○ Technology Design Specialist / St. Petersburg College (2008-2010)

○ Creative & Technical Director / Geekmatics (2005-2008)

○ Web Designer & Developer / Nature's Botanicals (2003-2004)

REFERENCES

Larry Becker

Former supervisor at KelbyOne
Contact: Upon request

Eric Douthirt

University of South Florida
Director of MBA Programs
Contact: Upon request