



# Dane Foster

Marketing Leader, Strategist and Creative

Creative leader with exceptional interpersonal skills who is equally comfortable leading a large team or working independently to optimize the next campaign. In-depth and wide-ranging experience in all digital environments including: email, retargeting display, web, design, point of sale video and more. Building strategies, maximizing return and executing creative ideas with campaigns achieving the balance of form and function.



402 650 2523



danejfoster@gmail.com



dfportfolio.com

## AREAS OF EXPERTISE & SKILLS

- Creative Leadership
- Client relationships
- Project management
- Creative collaboration
- Interpersonal skills
- Process development
- Digital campaign production
- Creative concept development
- Communication
- Problem Solving
- Campaign optimization
- Digital campaign strategies

## EMPLOYMENT HISTORY & PROFESSIONAL EXPERIENCE

### DIGITAL CONTENT AND CREATIVE PRODUCTION MANAGER

Cox Media / 2019 – present

Lead creative team and work with clients from inception to completion to produce exceptional creative campaigns across multiple platforms. Collaborate with stakeholders to ensure campaign cohesiveness with client vision while meeting all deadlines. Plan and develop campaign strategies that align with client ROI goals. Execute and optimize digital campaign strategies to meet and exceed KPIs and ROAS goals. Leverage latest AI platforms including Adobe Firefly to increase efficiency.

- Lead projects from creative briefs to interpret, create, and produce high quality creative design for all client brand needs including: social media, web pages, static assets, email, customer communications, point of sale, print, video and any other required digital advertising media.
- Create with analytical mindset. Use analytical tools to inform and guide effective creative choices. Understand how and why to apply data driven decisions while maintaining creative vision. Ensure QC is held to the highest standards, while simultaneously mentoring and coaching team.
- Develop and implement campaign strategies. Collaborative discovery sessions with clients and digital strategy teams to determine spend share division and placement.
- Creative production process development. Work directly with technical operations director to conceive, plan, implement, execute and streamline digital processes. Develop and improve client proofing platforms, approval orders processes, naming conventions and more.
- Adobe Creative Suite. Photoshop, Illustrator, Premier, Audition, Wordpress, HTML & CSS, Microsoft Suite & Ableton Live. Mastery of several production software platforms and high proficiency in others.
- Award winning and national brand digital campaigns. AMA Pinnacle Award winner 2023, Best Total Marketing Campaign for a Small Business (Email & Retargeting).

## EMPLOYMENT HISTORY & PROFESSIONAL EXPERIENCE

### SENIOR DIGITAL PRODUCER & STRATEGIST

Cox Media / 2015– 2019

Digital campaign production. Work with clients to produce on brand, effective creative campaigns while applying solid design principles, branding best practices and visual storytelling. Web, animated display, retargeting display, social, POS, print, signage and video.

- Produce compelling creative across multiple media. Use modern and current methodologies including AI platforms and software tools to create high performing campaigns.
- Work and thrive designing and producing content in a deadline driven environment.
- Ensure campaign alignment by communicating with clients, stakeholders and creative team.
- Continually learn new creative platforms, software offerings, and workflow efficiencies.

### BUSINESS DEVELOPMENT MANAGER

Sympateco / 2012 – 2015

Lead a team of engineers and develop a new 3D printing business from the ground up. Develop and implement operational models and processes for all aspects of the business. Acquire new clients and generate sales.

- Develop all processes, for both internal and external systems, from client communications, payments and deadline standards to file naming conventions and engineering testing protocols.
- Create and host town hall style lectures to inform and recruit prospective clients.
- Generated revenues of 40k per month by the end of the first year.

## COMMUNITY INVOLVEMENT

### THE WICT NETWORK

- Heartland chapter volunteer member 2018–2020
- Ground up website redesign and production
- Work with chapter president to ensure brand alignment of new website

### 48 IN 48

- Volunteer member
- Produce creative content to showcase on websites

### YMCA

- Volunteer youth soccer coach 2018–present
- Work with children and their families to develop positive soccer and life skills

## EDUCATION

### BACHELORS OF SCIENCE IN BUSINESS ADMINISTRATION

University NE Omaha

Graduate of business administration program. From statistical analysis to macro economic trends and theories – all aspects have provided a solid foundation for my work and life experiences.

- Emphasis on management
- Leading teams and people
- Managing web sites and CSS and frameworks
- Statistics and economics
- Theoretical and functional