


DANNY PALOMINO

BRAND MARKETING PROFESSIONAL

CONTACT

619.254.7814 

danny.palomino@gmail.com 

San Diego, CA 

linkedin.com/in/dannypalomino 

PROFILE

Creative marketing and brand professional with over **20 years of experience** in diverse marketing operations, brand development, creative services, communications, and promotional planning and execution. Successful in the development and execution of captivating brand strategies and creative marketing campaigns through strong leadership, data-driven decision-making and strong project organization.

EDUCATION

**University of
California, Berkeley**

BA in Political Science
2004

San Diego City College

AA Visual and Performing Arts
Graphic Design
Present

EXPERTISE

Creative Concepting

Brand Development and Strategy

Marketing & Advertising
Campaign Strategy

Build, Train and
Manage Design Teams

Budget Management

Passionate Protector
of the Brand

PROFESSIONAL EXPERIENCE

Port of San Diego

Creative Brand Manager, Marketing & Communications | 2016 - Present

Oversee creative and brand direction for entire organization, supporting all marketing campaigns across multiple industries. Directly manage and oversee in-house creative and relationships with external design agencies.

- Develop and implement marketing campaigns, from creative conceptualization, to development of strategic marketing frameworks, to on-time execution of all campaign deliverables.
- Foster and develop brand organization-wide, ensuring alignment and consistency across all elements of the marketing mix.
- Manage all creative production, including collateral, ads, signage, web, social media and video production, in support of over 25 departments.

Sycuan Casino

Manager, Marketing Production | 2012 - 2016

Managed all brand, marketing and creative projects produced by an internal design team, including ads, billboards, signage, collateral, web, social media, and video production.

- Managed design and production schedules of over 250 projects monthly, across a seven-person design team.
- Worked closely with external agencies, freelancers and vendors to ensure brand consistency across all marketing channels.
- Owned casino-wide video, media and advertisement schedules.

SKILLS

Adobe Creative Cloud Suite
Microsoft Office
Basecamp
Omniure
Trello
Portfolio
FileMaker Pro
FourWinds Content Manager

LANGUAGES

English
Native speaker

Spanish
Native Speaker

AWARDS

2019 CAPIO Awards

Epic Award: Video Production
Epic Award: Marketing Plan

2018 MarCom Awards

Gold: Branding
Gold: Social Ad Campaign

Silver: Integrated Marketing
Silver: Print Media Advertising
Silver: Promotion & Marketing Materials

2018 AAPA Awards

Award of Excellence: Overall
Award of Excellence: Video

PROFESSIONAL EXPERIENCE (CONTINUED)

San Diego Padres | 2005 – 2011

Manager, Marketing & Creative Services | 2009 – 2011

Instrumental in all marketing and brand initiatives, including promotions, events, giveaways, and offers. Created and managed internal design team responsible for design and implementation of all branded projects.

- Led re-design of brand marks and uniforms, working closely with the Senior VP of Brand Development and the President & COO.
- Created, developed, and managed design team responsible for establishing and executing the brand across all program areas.
- Administered all online content for website and newsletters, with email mailing lists of over 64,000.
- Created and launched promotional events upwards of 5,000 people, setting stadium records for pregame turnstile attendance.

Coordinator, Marketing | 2006 – 2009

Worked on development and execution of all marketing facets, including brand and advertising creative, campaign, and promotional logistics, Hispanic marketing, publications, and web content.

Assistant, Marketing | 2005 – 2006

Assisted with the development and execution of marketing campaigns and operations, working closely with external agencies while developing media buys and maintaining department budgets.

Internship, Marketing | 2005

Supported marketing and brand communications with day-to-day production by developing and executing collateral distribution plans.

Integrated Sports Marketing

Internship, Marketing | 2004-2005

Assisted with marketing, planning and execution of major events including the Stan Humphries Celebrity Golf Tournament and Yachtfest.

San Diego Sockers

Internship, Marketing | 2004

Supported marketing department with planning and execution of gameday events and in-game presentations.