

# DANNY PALOMINO


## BRAND MARKETING PROFESSIONAL

### CONTACT

1.619.800.6669 

danny.palomino@gmail.com 

Sevilla, Spain 

linkedin.com/in/dannypalomino 

### PROFILE

Creative brand and marketing professional with over **20 years of experience** in diverse marketing operations, brand development, creative services, and event planning and execution. Successful in the development and execution of creative brand strategies and captivating 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

Event Management

Passionate Protector  
of the Brand

### PROFESSIONAL EXPERIENCE

#### Port of San Diego

##### Creative Brand Manager, Marketing & Communications | 2016 - 2025

Oversaw creative and brand direction for entire organization, supporting all marketing campaigns across multiple industries. Directly managed and oversaw in-house creative team and relationships with external design agencies.

- Developed and implemented marketing campaigns, from creative conceptualization, to development of strategic marketing frameworks, to on-time execution of all campaign deliverables.
- Fostered and developed brand organization-wide, ensuring alignment and consistency across all elements of the marketing mix.
- Managed 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.