

Adam C. Dell

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Creative Multimedia Professional

Experienced, digital-first creative director and designer with a proven portfolio of innovative creative solutions across retail, food & beverage, tech, and finance. Ground-up, hands-on experience in building creative and marketing strategies that drive the bottom line. Former founder/operator with the hustle to move the needle.

Relevant Work Experience

Marketing & Brand Director / Sunora Bacanora Spirits

(Spirits and Distillery brand)

MARCH 2018 - PRESENT, REMOTE

Designed and executed integrated digital and commercial marketing plan for rapidly-growing, start-up Premium Spirits Company. Created brand identity and cultivated brand confidence to generate over \$3 MM in investor support.

- Write copy for website, investor deck, public relations feeds, and sales and marketing pitches.
- Build and manage company's e-commerce site and write on a variety of topics to use across platforms, e.g., website, blogs, articles, case studies.
- Develop content across digital assets to drive growth strategy in domestic and international markets.
- Oversee social media content and leverage social media platforms, e.g., Instagram, Facebook, and Twitter to generate thousands of followers.
- Direct all digital marketing efforts, e.g., email campaigns, videos, paid social ads, and influencer collaborations.
- Partner with key stakeholders to create mixed-media content in the form of music, photoshoots, and investor decks to bolster brand strategy.

Art & Marketing Director / Pusser's West Indies, LLC

(Lifestyle brand: rum, restaurants and full apparel line)

JANUARY 2009 – APRIL 2021, TORTOLA, B.V.I. and REMOTE

Established and evolved brand identity by developing all customer-facing brand communications ranging from website and retail spaces to packaging and product lines. Conceptualized, designed and developed creative graphic solutions from idea to completion to bolster sales across apparel and restaurants by over 30% annually for three consecutive years.

- Designed graphics for logos, clothing, accessories, flyers, posters, and packaging to bolster sales across apparel and rum brands.
- Created and launched e-commerce site.
- Defined and developed best practice key performance metrics to drive aggressive growth through digital properties, marketing programs, and conversion rate optimization of the user experience.

Founder & Director /24Tee.com

FEBRUARY 2010 - JANUARY 2021, New York, NY

Developed business model from inception to execution. Directed product development, marketing strategy and all aspects of company operations, generating over \$4 million in revenue.

Founder / WindowGain Inc.

(DOOH advertising company)

FEBRUARY 2006 - APRIL 2008 BOSTON

Established business model, collaborated on product development and devised marketing, creative and sales strategies.

Co-Founder & Creative Director / NYCD, Inc.

(CD/DVD replication)

FEBRUARY 1998 - MARCH 2006, New York, NY

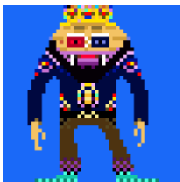
Developed company branding, oversaw creative direction and collaborated on business development.

Web Designer / Boston Consulting Group

FEBRUARY 1997 - JANUARY 1998, New York, NY

Built and designed websites for Fortune 500 companies.

Crypto-Art Experience



Creator / MOOKs

(NFT digital art and social media character)

PRESENT, REMOTE

Created iconic digital character, 'MOOKs', for sale in non-fungible token (NFT) marketplaces to generate over \$7,000 in profits in under three (3) weeks. Secured prominent placement of MOOKs on social media sites to build demand and brand recognition resulting in over 700+ followers on Twitter and the sell-out of the entire 100 piece art collectoin.

- Researched and analyzed buying behaviors and analytics for NFT art as well as decentralized market sites.
- Conceptualized and developed graphic art from idea to execution. Write copy for MOOK's social media channels and all online marketing.

Education

State University of New York at Plattsburgh / B.S. Biology

1995

Skills

Technical: Adobe Creative Suite, Illustrator, Photoshop, InDesign WordPress, WooCommerce, OpenCart, MYSQL, HTML, CSS, and Open Broadcast Software, YouTube Channel Management, Chat-Bot implementation, and Discord.

Creative: Digital and print design, digital video / IG reels, content creation, social media, SEO, paid search, video/audio editing, packaging design, product design and development.

Fluent in Spanish, professional guitar.