

CAYLE CHRISTIAN DAMROW

Creator.
Leader.
Collaborator.

Nashville & Las Vegas.

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Creative with over twelve years professional experience in empathetically creating and sustaining bold brand position influencing brand impact, loyalty and equity thus contributing to measurable corporate outcomes. Visual creation development, engaging communications, leading teams, project management, workflow, and client presentations: ✓

EDUCATION

BFA, Industrial Design, University Wisconsin-Stout
Minor, Business Administration. (2013)

Internships: Harley-Davidson, Tomahawk, WI (2011)
Shwood LTD, Portland, OR (2012)

SKILLS

Technical

Brand Evolution, Development & Loyalty
Graphic, Product Design & Development
POS Design & Development
Marketing Content Design & Development
Social Media Design & Management
Community Engagement & Outreach

Software

Photoshop
Illustrator
InDesign
Keynote
Office Suite
Photosimile

Abstract

Highly Driven
Team Player & Motivator
Creative Thinker
Empathetic Researcher
Strategic Problem Solver
Professional Person & Humble Heart

RELEVANT EXPERIENCE

Premier Mounts, Lead Creative & Marketing Specialist, Remote

Create visual identity, provide brand direction + ideation, creation and management of all marketing assets related to print, digital, social and web presence. Responsible for website UX re-design, coordination and implementation.

Plenty, Community Engagement & Outreach Lead, Compton, CA

Pioneer Plenty's Community Engagement strategy and framework while establishing the company's first ever community team. Manage brand presence in 3 locations across the U.S. to drive true social impact through initiatives and collaborations with strategic partners. Work with internal and external stakeholders to create authentic and meaningful campaigns to bolster company awareness, ensure brand equity and establish an industry leading cultural footprint.

Damgood Co., Creative Entrepreneur, Nashville, TN

Lead all creative design, development and integration for inspirational clothing line in all phases. Closely collaborate with vendors and partners to implement and execute the brands vision and identity of spreading light and positivity.

Jordana & Milani Cosmetics Group, Senior Creative, Los Angeles, CA

Design, develop and manage marketing, merchandising and creative collateral for both brands. Highlight includes leading a complete Jordana rebrand overhaul in all phases.

Grace in L.A., Marketing Communication Manager/Creative, City of Industry, CA

Social Media designer and community management. Augment brand integrity and brand development through marketing & merchandising collateral. Assist in look books, photoshoots, tradeshow booth design, POS design, and public relations. Create client presentations. Collaborate with vendors and clients. Product design and development.

Hurley, Senior Custom Design Coordinator, Orange County, CA

Design and develop garments with self-drawn designs as well as design graphics, prints and patterns that apply to shoes and apparel. Work closely with Hurley designers for sales samples and analysis of current and future trends.

PUBLISHED WORK & ACHIEVEMENTS

The Athletic, Featured designs in Los Angeles Rams uniform redesign article. (2020)

SportsLogos.Net, Featured NFL rebrand design for the Washington Football Team.

* Received top-vote for this work in fan pole. (2020)

Outside Magazine & Deadspin Magazine, Lead Photographer

Published lifestyle photography for Stephan Shay, Team U.S.A. Olympic Marathon Qualifier. (2015, 2016)

2-Time Hurley Icon Award Winner, Design & Innovation (2013)

