

# CAYLE CHRISTIAN DAMROW

Creative  
Collaborator  
Authentically yours

Nashville

cayle@caylechristian.com  
caylechristian.com  
715.518.3419



## GOAL

To selflessly collaborate and empathetically create with a team of authentic, talented, passionate innovators working together to develop genuine brand impact, brand loyalty and brand equity.

## 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  
SolidWorks  
Office Suite  
Photosimile

### Abstract

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

## RELEVANT EXPERIENCE

### Plenty, Community Engagement & Outreach Lead, Compton

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.

### Premier Mounts, Lead Creative/Marketing Coordinator, Brea

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.

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

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

### Antigravity Batteries, Contract Creative, Los Angeles

Design, develop and manage marketing, merchandising and creative collateral. Including product photography and leading lifestyle photoshoots while collaborating in team environment.

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

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

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)