

Darren Lasso

DIGITAL CREATIVE DIRECTOR

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Experience

FISHBOWL MARKETING

Alexandria, VA

Creative Director Feb. 2015 - Current
Creative Manager May 2014 - Feb. 2015

CREATIVE DIRECTOR

Oversee teams responsible for design, development & deployment of national e-mail campaigns for more than 150 brands. Manage a multi-discipline & multi-cultural team of up to 10 direct reports who are defining email best practices for some of the largest and most recognizable restaurant brands in the world.

- **Key accounts:** Applebee's, Arby's, Bob Evans, Buffalo Wild Wings, Dennys, Jamba Juice, Little Caesars, Red Robin
- Design, develop and pitch email campaigns, mobile apps, join pages & other marketing materials based on real time, data-driven insights from proprietary analytics engine
- Define e-mail best practices & technology for large, highly visible brands; train clients to best utilize those insights
- Manage day-to-day invoices, work schedule, output & quality for team composed of on-site & remote workers
- Hiring, training and development of internal consultants
- **Personal accomplishments include:** stolen contracts from larger dedicated agencies for such brands as Applebees, Arbys & Jamba Juice. Manager for one of most profitable teams in company with lowest turnover.

HOLSTED MARKETING

New York, NY

Creative Director 2012-2014
Interactive Art Director 2009-2012
Hired 2005

CREATIVE DIRECTOR

Manage 2 branded e-commerce sites & accompanying marketing campaigns including online & print. Provide additional support for an Amazon marketplace store ranked in the top 25% of all Amazon retailers.

- Oversee team of up to 5 direct reports including graphic designers, photographers, retouchers & copywriters
- Develop voice & visual branding guidelines for women's fashion & accessories lifestyle brand
- Conceptualize, design & oversee photography for monthly web content, sweepstakes, social engagement & retail blasts
- Pitch design & concepts to internal stakeholders
- Design and oversee traditional print campaigns including buckslips, self mailers & brochures

FREELANCE

New York, NY
& Washington DC
2007-Current

WEB DESIGNER & ILLUSTRATOR

Brand development, design & code, e-mail & illustration for numerous clients in the NY/NJ Metro area.

ACI CORP

Blacksburg, VA
May 2004 - July 2005

JUNIOR WEB DESIGNER

Web design, logo & print ad design, copy writing, banner ad development, flash animation & actionscript

Education

VIRGINIA POLYTECHNIC INSTITUTE

B.A. GRAPHIC DESIGN

Dean's list
Student Addy Award Winner

BLAIR ACADEMY

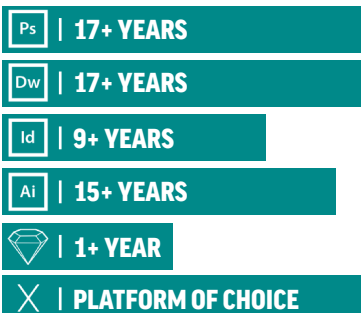
HIGH SCHOOL DIPLOMA

Honor Roll

Skills

ALL IN EXCESS OF 10,000 HOURS*

SOFTWARE PROFICIENCY:



TECHNICAL CAPABILITIES:



- 1 CREATIVE STUDIO MANAGEMENT
- 2 WEB DESIGN & DEVELOPMENT
- 3 GRAPHIC DESIGN
- 4 PRINT DESIGN

*Time taken to become an expert in something - Malcolm Gladwell