



DAMANI DOUGLAS

CREATIVE DIRECTOR

PROFILE

Armed with a purpose to amplify BIPOC voices, Damani uses photography, video, and design to get the stories of the unheard to the eyes of the masses.

EDUCATION

BACHELORS OF FINE ARTS COMMUNICATION DESIGN

NYC COLLEGE OF TECHNOLOGY
GPA: 3.7 - 5x Dean's List
Honor's Scholars Society
Senior Project Finalist




SKILLS

- Superb Communication
- Strong Leadership
- Interpersonal Skills
- Natural Facilitator
- Team-Building
- Problem-Solving
- Public Speaking
- Adaptability
- Fast-Learner
- Foresight
- Writing

SOFTWARE

- Adobe Premiere Pro
- Adobe Lightroom
- Adobe Photoshop
- Canva
- Google Suite
- Microsoft Suite

CONTACT

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 9174033121

WORK EXPERIENCE

- NYC Men Teach - Kingsborough Community College**
Creative Director - Social Media Manager - Event Coordinator
 - Conduct brand research and identify potential insights
 - Create and employ creative strategy frameworks around KCC NYC Men Teach brand insights
 - Build on-campus brand awareness for NYC Men Teach throughout KCC's education programs & student body
 - Ideate, pitch, organize, and host on-campus events & workshops to establish & build presence & reputation
 - Co-facilitate workshops, Zoom meetings, and in-person events
 - Produce social media content outlining Men Teach core values, advertising & recapping events, & educating students on the importance of BIPOC educators in urban communities
 - Capture, edit, & distribute event photography & videography
 - Design promotional & educational assets for our target audience & our active cohort
 - Build & manage relationships with related CUNY departments
 - Analyze KPIs and evolve with brand needs
- 100 Roses from Concrete — BIPOC Advertising Internship**
Strategist - Client: HBCUs Outside
 - Conduct quantitative & qualitative brand & industry research
 - Identify the behaviors, interests, wants and needs of our client's target audience(s)
 - Analyze research findings to identify key insights
 - Build & pitch several strategies to our client and creative team for buy-off
 - Oversee, supervise, and guide creative team during the production of a 30-second commercial & social media campaign
 - Ensure creative executions reflect brand goals and strategy framework
 - Collaborate with Art Directors, Copywriters, and Producers throughout the duration of the project to keep our team on strategy
- Freelance Creative Director**
Notable Clients: Cinema Sala, H.I.V.E. NYC, Educational Video Center
 - Specializes in Portrait & Editorial Photography & Music Videography
 - Creates Album Covers, EP Trailers, and promotional content for artists
 - Executes individual, non-profit, and commercial creative visions from pre-production to post-production.
 - Captures Events, Concerts, Music Videos, Social Media Content, etc.