



JEFF DAMIANO

SENIOR BRAND STRATEGIST

Experienced Senior Brand Strategist & Creative Director with a demonstrated history of working in the CPG food & beverages industry.

Skilled in Marketing Management and Budgeting, New Product Innovation, Creative & Package Design, Digital Strategy, and Customer Insight.

Strong branding and creative development professional.

CONTACT

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✉ Jeff.Damiano@gmail.com

📍 HUNTINGTON, NY

EXPERIENCE

SENIOR BRAND CONSULTANT

N-Design Creative / Huntington, NY

2017 - Present

As a Creative / Brand Consultant for N-Design Creative, I'm extremely passionate about creating and elevating brands by way of imagination, strategic innovation and inspired soulful purpose.

My 25-plus years partnering with CPG food & beverage brands, large & small, has sharpened my intuitive insights to deliver meaningful creative solutions for the brand teams, and always within budget.

CHIEF BRAND STRATEGIST CONSULTANT

DWS Printing / Deer Park, NY

2017 - 2021

Creative & Packaging Design:

Building & leading the DWS Design Group as a creative collective of design professionals. Collaborating with start-ups and established brands in the food, beverage, craft beer and wine & spirits categories. Responsible for overseeing client brand identity, packaging, label design & label printing.

Marketing:

Lead marketing initiatives for DWS Printing Associates, Inc. including managing marketing strategies, advertising, social media, event marketing, strategic B2B planning, DWS brand management & digital creative content development and overall marketing budget management.

SENIOR DIRECTOR OF MARKETING & CREATIVE DEVELOPMENT

Apple & Eve / Port Washington, NY

1994 - 2017

Led all marketing creative and new product innovation in grocery, club & mass for \$250 million company. Managed & Collaborated with a marketing team of eight. Collaborated with Sales to create presentations for new product introductions in all classes of trade. Created Fruitables (fruit & veggie juice for kids) from concept, naming, brand identity and all packaging. Became the first nationally distributed product for Apple & Eve with \$50 million in sales in three short years. Managed all new product development & brand refresh from concept to final package design & production. Managed all creative for advertising, PR, social media, digital media, and website design.

SKILLS

- Direct workflow and creative resources
- Push the creative bounds that are award winning and support the channel/brand voice
- Effectively manages multiple projects
- Supervise and review all production work

EDUCATION

**NEW YORK
INSTITUTE OF TECHNOLOGY**

**BACHELOR OF
COMMUNICATION ARTS**