

Daniel Pugh

CONTACT

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los angeles, california

EDUCATION

University of Southern
California

Master of Science

Integrated Design,
Business, and Technology
2023

Chapman University

Bachelor of Fine Arts

Film Production,
Psychology Minor
2010

Life Purpose Institute

Certified Life Coach

ICF Accredited
2016

VOLUNTEER

Shambhala Meditation

Youth Group Program Coordinator

2011 - 2016

ACHIEVEMENTS

President's Award | 2019

Samsung Electronics America

Innovative Marketing Award | 2014

Sony Corporation of America

SKILLS

HTML, CSS, JavaScript
Sketch, Figma, XD
Photoshop, InDesign, Illustrator
Adobe Premiere
Avid Media Composer
Final Cut Pro
Apple Product Expert

references available upon request
portfolio visit danielwolcottdesign.com

WORK

Samsung Electronics America

2017 - Present

Senior Marketing Manager, Device Solutions

Manage creative execution, branding, and event design for Samsung memory, foundry, and system-on-a-chip divisions. Lead a team of designers and agencies to build and manage a strong online presence.

- Meet with department heads to maintain focus and reach quarterly goals
- Design immersive and interactive video experiences for event guests
- Prepare monthly executive presentations with team activities and accomplishments
- Establish best practices for virtual event user experience and engagement
- Execute landing page and social media campaigns across business units
- Strategize and design co-marketing campaigns with key partners
- Maintain brand aesthetic and voice across online channels and internal communications

Marketing Manager, Device Solutions

Establish best practices for design workflows and project management. Build and align internal and external creative resources to reach innovative design goals.

- Oversee development of all print and digital assets for internal and external events and communications
- Creative direct and edit employee spotlights, event sizzle reels, and event openings
- Establish brand standards for new events including Samsung Tech Day and Samsung Foundry Forum
- Hire and manage creative and video production vendors to create emotionally influential marketing campaigns

LabStar Dental Lab Management

2015 - 2017

Product Marketing Manager, Web App

Rebrand a dental lab management web app. Design and develop a new marketing website, generate product critical paths, wireframes, and high-fidelity mocks for both desktop and mobile.

- Partner with existing product and customer service teams to establish marketing and product goals
- Strategize workflows to improve efficiencies and cut costs

Sony Corporation of America

2012 - 2015

Senior Marketing Designer, Media Cloud Services

Launch a new division of Sony to compete with cloud file sharing within the entertainment industry. Establish a prominent brand at CES and NAB while courting both studio executives and technical experts.

- Establish brand guidelines for new Sony department
- Attract new users through engaging landing pages and campaigns
- Partner with hardware division to brand camera integration with the file-sharing platform
- Collaborate with partners and vendors to ensure fast upload
- Design web apps for video annotation, commenting, and editing

Marketing Designer, New Media Solutions

Pivot brand marketing from physical media production to video transcoding and delivery. Produce advertising materials and fresh marketing websites for new media products including feature film bonus materials and games.

- Oversee development of all printed and digital assets for creative marketing team
- Support career development across creative team
- Collaborate with partners and vendors to ensure timely delivery

Apple Inc.

2010-2012

Retail Specialist

Intake mobile device customers and assist with problem-solving and relationship repair. Perform software and hardware diagnosis while offering educational support and active listening.