

DARREN KANE

Visual Designer

Portfolio site: diggercreative.com/design | LinkedIn: [linkedin.darrenkane.com](https://www.linkedin.com/in/darrenkane.com)
darren@diggercreative.com | 917-806-1212

SUMMARY

Versatile Visual Designer with copywriting and digital marketing skills, who has worked for major media companies and high profile brands that include Viacom, CBS Interactive, Dylan's Candy Bar, and Marvel Comics. Applying marketing and eCommerce sensibilities to creative work, with the big picture goal of measurable results.

EXPERIENCE

12/14 to Present

VIACOM, CBS INTERACTIVE, and additional Freelance Design, Copywriting, and Digital Marketing, New York, NY

Freelance for companies and clients in the entertainment, beverage, apparel, energy, education, cryptocurrency, finance, and online news industries.

- Design for banner ads, social media posts, logos, site headers, and microsites, utilizing Photoshop, Illustrator, and Muse.
- Online copywriting for Viacom brands TV Land and BET.
- Live online coverage copywriting for events such as the BET Awards.
- Subscriber acquisition copywriting for CBS All Access streaming service, including online display, on-air, search, and NYC commuter targeted signage.
- Show-focused email copywriting for retention of current CBS All Access subscribers, and win back of lapsed subscribers.
- Promotional copywriting for CBS All Access live streaming events, including The Grammys, The Tonys, and Victoria's Secret Swim Special.
- Product introduction copywriting for 24/7 online news channel CBSN, as well as 60 Minutes app.
- Acquisition copywriting for College Sports Live streaming service, including Black Friday / Cyber Monday and National Signing Day campaigns.
- Consulted on, created, and managed multi-layered Facebook campaigns, retargeting of captured audiences, and building page followings from scratch.
- Yahoo Gemini sponsored ad creation and targeted placement.

8/11 to 10/14

DYLAN'S CANDY BAR, New York, NY

Designer, Copywriter, and Senior Manager, eCommerce

- Visual Design for email marketing, affiliate banners, and website content.
- Copywriting for website, email marketing, print catalogs, product packaging, menus, and store signage.
- Prepped online launch of branded candy line partnerships, such as GLEE, Candy Crush, and Hello Kitty.
- Collaborated on, strategized, and executed holiday ecommerce plans.
- Conceived of site content and evaluated third party functionality to decrease bounce rate.
- Co-project managed website replatforming.
- Analyzed site traffic and affiliate program on a daily basis, making due recommendations.

DARREN KANE

Visual Designer

Portfolio site: diggercreative.com/design | LinkedIn: [linkedin.darrenkane.com](https://www.linkedin.com/in/darrenkane.com)
darren@diggercreative.com | 917-806-1212

EXPERIENCE (cont.)

1/10 to 7/11

vSPLASH TECHLABS, Lyndhurst, NJ and additional Freelance, New York, NY

- Display banner ads and small business websites, utilizing Photoshop, Illustrator, and Muse.
- Hiring, management, training of, and assignment of work to junior designers.
- Website and display ad copywriting.

6/05 to 8/08

CRACKED.com, New York, NY

Writer for Cracked.com and Marketing Manager for Teshkeel Media Group

- Humor and interview writing, business development, and talent recruitment for Cracked.com.
- Coordinated coverage of comic book THE 99, by outlets such as NBC News.

4/04 to 6/05

MARVEL ENTERTAINMENT, INC., New York, NY

Marketing and Sales Coordinator, Marvel Comics

- Copywriting and mock-up design of house ads and sell sheets.
- Worked daily with external PR firm to promote the Marvel brand in mass media venues such as The New York Times, Entertainment Weekly, Maxim, and MTV.
- Wrote press releases for distribution to top genre sites, including Newsarama, IGN, and Comic Book Resources.

SKILL SETS

Visual Design skills include Photoshop, Illustrator, Muse, InDesign, Dreamweaver, Flash, Sketchbook Pro, ArtRage, traditional illustration, design and file preparation for web, social, print, signage, and apparel. Intermediate HTML, CSS, and WordPress.

Copywriting, Marketing, and Communications skills include tagline writing, web content, product naming, social media engagement, targeted social media advertising, blog writing, paid search, email marketing, press release writing, scriptwriting, media outreach, campaign planning and management.

eCommerce skills include product launch, seasonal planning, merchandising, Facebook advertising and conversion optimization, Yahoo sponsored ads, Google Analytics, Google AdWords, SEO, PPC, Merch by Amazon and paid Amazon advertising, Etsy and paid Etsy advertising, Shopify, affiliate partnerships, web production, and eCommerce platform evaluation.

EDUCATION

SCHOOL of VISUAL ARTS

New York, NY

Continuing Education classes in Adobe CS

UNIVERSITY of DELAWARE

Newark, DE

BSBA Marketing concentration, Illustration minor