

danielle knotts

she / her / hers

480 529 1825

elle108xo@gmail.com

PORTFOLIO /

one618creative.com

QUALIFICATIONS /

Adobe Creative Suite, Google Workspace,
Project and Digital Asset Management (*many*),
Microsoft Office, Slack, Zoom

creative design direction

conceptualize, research and strategic development,
delivery and evolution for unique and cohesive
brand storytelling through photography, videography
and various forms of media, print and digital

fearless thinking, bold passion, optimistic
dreamer and BIG picture thinking, entrepreneurial
spirit fueled by inspiration and passion

project management / producer : naming
and organizational taxonomy for branding
and workplace best practices

executive excellence for longevity of
relationships within and outside an ecosystem

flexible, receptive to growth and positive
change, teamwork and collaboration

leadership : mentor and manage interdisciplinary growth of the team and individual success

presentation / public speaking to evoke
excitement and drive for evolution

mindfulness, empathy, self-awareness and
improvement, motivational resonance

passion for wellness and a vision for commUNITY

+ heart

AWARDS /

Addy



CASE



Admissions Advertising



Printers Association



Founder's



PERSONA /

Myers Briggs — I(E)NFJ

The Birkman Method®
— Blue, Blue, Blue

Adobe® Create — Dreamer
mycreativetype.com

MOVEMENT / with purpose

→ sunrise

→ yoga

→ meditation

→ creative design

→ flow

→ Pilates

→ breath

→ sunset

REFERENCES /

Blake Kotiza

Vice President / Privoro
314 221 0105
blake.kotiza@privoro.com

GG Lemere

Owner / Creative Director
480 589 9789
hello@smidgedesign.com

Bethany Graver

Lifestyle Wellness Coach
480 720 0081
bethanylynne22@gmail.com

danielle knotts

she / her / hers

480 529 1825

elle108xo@gmail.com

CREATIVE DESIGN DIRECTOR OF VISUALS IN MOTION /

Design Director, Brand and Marketing / Privoro / 2023 - 2024

Associate Creative Director / 2022 - 2023

Recruited with a focused mission to steer the creative design direction, enhancing all brand and marketing materials for cohesive messaging across diverse asset types, facilitating integrated activities and audience engagement. Actively pursued avenues for creative advancement, balancing written and visual communication to enrich the customer experience and define the Privoro brand. Collaborated closely with internal teams to ensure alignment with strategy, messaging, and brand principles across various platforms including apps, portals, and the SafeCase product. Managed projects and served as a primary liaison with vendors, enhancing brand governance, evolution, and production efficiency to meet timelines and budgets, even beyond the initial scope of work. Led website design and development on the Squarespace platform, and in collaboration with the Executive Creative Director, devised a naming taxonomy to streamline product identification and selection, empowering informed decision-making aligned with the team/unit mission.

Senior Art Director, Brand Photography, Enterprise Design and Visuals /

Arizona State University (ASU), Enterprise Marketing Hub (EMH) / 2019 - 2022

Led with unwavering excellence in creative direction, strategy, and brand management, pioneering initiatives that defined and disseminated brand standards across the Enterprise Marketing Hub and throughout the expansive ASU community network, comprising over 1,000 creators, communicators, and marketers. Spearheaded the meticulous development of brand standards, crafting templates and tools spanning photography, video, design, illustration, and animation, and engineered assets of exceptional quality through innovative research and design methodologies.

Provided visionary leadership in creative direction, management, recruitment, and mentorship, guiding a diverse team of creators within the EMH, broader ASU community, and external collaborators. Fostered dynamic partnerships with digital and content teams to conceptualize and execute major brand campaigns across diverse delivery channels, from print to digital platforms. Negotiated budgets, contracts, releases, and licensing agreements to ensure the excellence of brand storytelling endeavors.

Directed brand photography and media fulfillment operations within Widen, EMH's DAM (Digital Asset Management system), ensuring alignment with brand standards and facilitating centralized asset access, versioning control, and rights management. Implemented precise metadata structures to enhance user navigation and asset utilization tracking. Envisioned, directed and delivered brand photography for the ASU community, and maintained an 83% average of most assets downloaded and used across the greater enterprise.

Developed and delivered Marketing Academy workshops, facilitating knowledge exchange and refinement of enterprise brand standards and best practices in design and photography. Informed by insights from creative briefs, brand objectives, and community feedback, these workshops served as incubators of innovation and excellence. Played a key role in shaping enterprise GOSIM initiatives, balancing leadership with accountability and a commitment to continuous improvement, alignment and collaboration across the University through brand photo/video/campaign excellence.

Art Director / Sun Devil Athletics (SDA), ASU, EMH / 2016 - 2019

Transformed, strengthened and enhanced creative direction, leadership, strategy, and brand management to elevate marketing and digital media excellence. Implemented scalable design tools and brand guidelines across 26-plus sports teams and elite events annually, optimizing processes for team expansion. Directed and mentored the marketing design team, negotiating contracts and licenses for impactful creative projects. Utilized consumer insights to drive strategy, collaborating with executive leadership to enhance fan engagement across diverse campaigns.

Creative Design Director (freelance) / 1.618 Creative / 2012 - present

Sr Art Director / HAPI / 2012 - 2014

Sr Designer / Fisher / 2010 - 2012

EDUCATION /

Bachelor of Arts, Visual Communication
Collins College, division of CEC



Blake Kotiza
Global Vice President, Sales and Marketing
Privoro
Blake.kotiza@privoro.com
April 14th, 2024

To Whom This May Concern

I am writing to highly recommend Danielle Knott based on her tenure as a Design Director, Brand and Marketing at Privoro. During her time with us, Danielle exhibited exceptional creativity, dedication, and teamwork, making significant contributions to our projects and team dynamic.

Danielle consistently brought a positive energy to the workplace, fostering a collaborative and supportive environment. Her enthusiasm for her work was infectious, and her willingness to take bold creative risks greatly enriched our projects. She was not only a talented creative professional but also a valuable team player, always willing to go the extra mile to ensure the success of our initiatives. Nights, weekends, you name, she was there to help.

One of Danielle's key strengths was her ability to translate creative vision into tangible results. She played a pivotal role in the development of various products, ranging from website enhancements to more advanced projects involving product management and market research. Her keen insights and innovative ideas helped us push the boundaries of consumer product design in sectors as challenging and complex as government usage.

Danielle's versatility and adaptability were evident in her ability to blend the lines between consumer-oriented design and government applications seamlessly. Her unique approach enabled us to create products that not only met the needs of our target audience but also exceeded expectations in terms of functionality and user experience.

Overall, Danielle Knotts' contributions to Privoro were invaluable, and her impact on our team and projects will be felt for years to come. I am confident that she will continue to excel in her future endeavors and would enthusiastically recommend her for any creative leadership role.

Should you require any further information or clarification, please do not hesitate to contact me.

Sincerely,

Blake Kotiza