

Adam C. Dell

Creative
Multimedia
Professional

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Experienced, digital-first creative director and designer with a proven portfolio of innovative creative solutions across retail, food & beverage, tech, and finance. Ground-up, hands-on experience in building creative and marketing strategies that drive the bottom line. Former founder/operator with the hustle to move the needle.

Experience

Brand Marketing Director / Amigo Brands LLC.,

(Bacanora brand & sustainable distillery)

MARCH 2018 - PRESENT, REMOTE

Developed brand identity, built and launched e-commerce site, oversaw social media content + planning, PR, and all digital marketing efforts, e.g. email campaigns, video, paid social, and influencer collaborations.

Marketing + Creative Director / Pusser's West Indies, LTD.

(Lifestyle brand with rum, restaurants and a full line of apparel)

JAN 2009 - APRIL 2021, TORTOLA, B.V.I. + REMOTE

Created and designed e-commerce site, established and evolved brand identity, developed all customer-facing brand communications (including product packaging), collaborated on product development and design.

Founder/24Tee.com

FEBRUARY 2010 - 2021

Developed business model, product assortment, and marketing strategy; oversaw all aspects of company operations; generated over \$3 million in revenue.

Founder/WindowGain Inc., (DOOH advertising company)

FEB 2006 - 2008 BOSTON

Established business model, collaborated on product development, and built marketing, creative + sales strategies.

Co-Founder & Creative Director/NYCD, Inc., (CD/DVD replication)

FEBRUARY 1998 - MONTH 2006, NYC

Developed company branding, oversaw creative direction and collaborated on business development.

Boston Consulting Group / Web Designer

FEBRUARY 1997 - JANUARY 1998, NYC

Built and designed websites for Fortune 500 companies.

Education

State University of New York at Plattsburgh / B.S. Biology
1995

Skills

Technical: Adobe Creative Suite, OpenCart, Open Broadcast Software.

Creative: Digital and print design, digital video/IG reels, content creation, social media, SEO, paid search, video/audio editing, product design and development.

Fluent Spanish, professional guitar.