



DANIEL HUNSAKER

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EXPERIENCE

DESIGNER / BRAND MANAGER

APRIL 2007-PRESENT

VESTAL LICENSING INC

Managed product development for multiple private-label brands and licenses.
Designed watches, packaging, marketing brochures, product catalogs, and line sheets.
Organized concept meetings, production timelines, and price structures to ensure success of each brand.

DESIGNER

WINTER 2009

AICA-OC PORTFOLIO MAGAZINE

Worked with team to design magazine layout, art directed photoshoots, and edited articles.
Created two microsites for The Art Institute of California - Orange County.

FREELANCE DESIGNER

JUNE 2007-OCTOBER 2007

ASPEN ORTHODONTICS

Worked with client to design a stationery package that fit their brand vision.
Consulted with client to maximize ROI by pinpoint specific zip codes for direct mail piece.

FREELANCE DESIGNER

JUNE 2007-OCTOBER 2007

B.A.G. (Branded Accessory Group)

Designed sales and marketing brochure for new ecofriendly bag manufacturer.
Created brand identity system and designed product hangtags.

CREDIT MANAGER

DECEMBER 2005-APRIL 2007

VESTAL GROUP INC

Analyzed agings reports for multiple brands and targeted high risk or past due accounts.
Constructed a new spare parts storage system and streamlined warranty and return process.
Supervised E-commerce store, improved order receipt, and enhanced fraud-protection procedures.

MARKETING INTERN

SPRING/SUMMER 2005

VESTAL WATCH INC

Planned and organized promotional products for upcoming marketing and sales events.
Organized dealers list and updated dealer locator on website.
Consolidated media kits and planned 2006 ad calendar.

EDUCATION

BACHELOR OF SCIENCE IN GRAPHIC DESIGN

MARCH 2009

THE ART INSTITUTE OF CALIFORNIA - ORANGE COUNTY

BACHELOR OF ARTS IN COMMUNICATIONS: MARKETING EMPHASIS

AUGUST 2005

BRIGHAM YOUNG UNIVERSITY

SOFTWARE

Photoshop CS4
Illustrator CS4

InDesign CS4
After Effects CS4

Dreamweaver CS4
Flash CS4

Acrobat 8 Pro
Quark Xpress 7

Microsoft Office 2008
MAC/PC Operating System