



DANIEL GONZALEZ  
[danieldoingwork.com](http://danieldoingwork.com)  
[danielbyday@gmail.com](mailto:danielbyday@gmail.com)  
915.867.8797

Daniel is an award-winning ambidextrous creative who loves establishing impactful brand narratives. He has a keen eye for brand personality nuances to help build distinct voices. He writes for all audiences, including multicultural. He has 10+ years of experience, and can lead campaign work and content creation for brands big and small. His unique perspective on culture pushes boundaries to foster thinking and evoke a feeling.

#### EDUCATION

---

**University of Texas  
at El Paso**  
CLASS OF 2008  
B.A. Media Advertising  
& Graphic Design

#### AWARDS

---

**Silver Cannes Lion**  
2019  
Miracle Whip

#### SKILLS

---

Strategic copywriting,  
Attention to detail,  
Creative leadership,  
Committed, Quick  
problem resolutions,  
Strong concept  
development, Passion,  
Humor & levity, Full  
fluency in Spanish,  
Cultural relevance,  
Excellent presentation  
skills. Plus, experience in  
Editorial, New business,  
Adobe Creative Suite.  
Overall, seasoned  
integrated creative  
marketer (TV, radio, print,  
outdoor, branding, social  
media, digital,  
experiential, non-  
traditional tactics).

#### EXPERIENCE

---

##### **Associate Creative Director, VaynerMedia**

FEBRUARY 2016 – PRESENT

Mastered The Volume Model and caught my first Lion. Dropped a merch line with 13th Witness. Empowered young creatives to use drag queens to slang cookies to Gen Z. Drank every ABI beer in the portfolio and lead Hispanic initiatives for new business. Developed best practices to deploy 360° integrated campaigns. Clients included Budweiser, Bud Light, Stella Artois, Michelob Ultra, J&J, Kraft, Diageo, P&G, Scotts MG, Mondelez, & FILA.

##### **Creative Brand Partner, Prime-Access Advertising**

NOVEMBER 2014 – FEBRUARY 2016

Realized the one thing the wellness market needed was a little bit of humanity. Played a crucial role in the acquisition of Quest Diagnostics. Learned way too much about diabetes. Clients included Novartis, Novo Nordisk & Merck.

##### **Senior Copywriter, GlobalHue Advertising**

JUNE 2011 – OCTOBER 2014

Learned 360° campaigns. Taught Verizon how to reach elusive bicultural millennials through Spanglish. Low-key dropped a mixtape for Game of Thrones that reached 136M impressions. Clients included Verizon, HBO, NBA, Walmart, US Bank & JEEP/Chrysler.

##### **Copywriter, Sanders\Wingo Advertising**

MARCH 2010 – MAY 2011

Where it all started. Learned to value teammates and how great ideas are worth fighting for—no matter how big the competition may be. Clients included AT&T, Texas Historical Commission, Zales Diamonds, Lucchese Boots, & Ocean Alexander Yachts.