

Danny

Colón

+ PERSONAL INFORMATION

📍 Miami, Florida
📞 305940290
✉ dannycolon@me.com
🌐 dannycolon.com

+ PROFILE

As a seasoned creative director with over 10 years of experience in advertising and multimedia production, I bring a wealth of knowledge and passion to every project. My journey began in 2009, working on major commercials and documentaries, and I later honed my skills through the Art Direction program at Miami Ad School, graduating in Throughout my career, I've had the privilege of collaborating with top-notch agencies like Crispin Porter + Bogusky, VICE Media, Denstu Creative as well as running my own creative studio, Superr Heavy Co. Working with a diverse range of clients including New Balance, Ford, Pepsi, Nike, Gatorade, Gillette, Rider, Amazon, Embraer, Jack in the Box, Samsung, and more, I've gained invaluable experience in crafting compelling campaigns. Collaborating with inspiring creatives has not only expanded my skillset but also deepened my understanding of solving advertising challenges. By combining my traditional advertising background with a keen sense of popular culture, I strive to create impactful campaigns that resonate with audiences. My commitment to delivering exceptional work and staying ahead of industry trends sets me apart in the ever-evolving world of advertising.

+ LANGUAGES

English
Fluent

Spanish
Fluent

+ STRENGTHS

Innovative

Strategic thinking

Leadership

Artistic

Social Media

Content production

+ WORK EXPERIENCE

📅 09/2023 – PRESENT 📍 NEW YORK, NEW YORK
Associate Creative Director
Dentsu Creative
7-ELEVEn | Burger King

📅 07/2021 – 06/2023 📍 LOS ANGELES, CALIFORNIA
Associate Creative Director
Conscious Minds
Jack in the Box | Amazon Prime | Banfield Pet Hospital

📅 02/2019 – 07/2021 📍 MIAMI, FLORIDA
Executive Creative Director, Partner
Superr Heavy Co.
Rider Sandals | Ipanema Sandals |
Paris Saint-Germain | Heineken

📅 10/2016 – 09/2019 📍 BROOKLYN, NEW YORK
Sr. Art Director
VICE Media
New Balance | Nike | Sony | Ford | Pepsi |
LATAM Airlines | Gillette | Bacardi | Toyota | Beats by
Dre | Espolon Tequila | Smirnoff | Calvin Klein

📅 05/2016 – 10/2016 📍 MIAMI, FLORIDA
Art Director (Intern)
Crispin Porter + Bogusky
Embraer | Letgo | Aspen Dental | Bauducco

📅 10/2015 – 05/2016 📍 MIAMI, FLORIDA
Art director (Intern)
VICE Media
New Balance | Nike | Sony | Ford | Pepsi |
LATAM Airlines | Gillette | Bacardi | Beats by
Dre | Smirnoff | Calvin Klein