

DANTE MASSEY

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Professional Summary

Experienced marketing and design professional with a robust background in both corporate and freelance settings. Proficient in modernizing brand identities and launching new brands from inception. Demonstrates a proven ability to deliver innovative solutions that drive business growth. Portfolio available at: <https://dantemassey.com/>

Work Experience

Marketing Coordinator

Navis Clinical Laboratories

February 2022 to September 2024

- Developed comprehensive company brand identity, including color palette, typography, website, and logo design.
- Designed marketing collateral such as brochures, sales materials, and promotional videos.
- Managed social media platforms, creating and scheduling content to boost engagement and brand visibility.
- Worked with vendors and external agencies to ensure timely production and delivery of marketing assets.
- Collaborated with cross-functional teams to maintain brand consistency across all marketing initiatives.
- Generated monthly reports leveraging data-driven insights to enhance and optimize future campaign performance.

Key Highlights:

- Increased LinkedIn followers by 325 in the first year and maintained a positive increase month-to-month.
- Led an initiative to create SEO specific content leading to a 50% increase in website visitors.
- Created 20 videos with an average monthly viewership of 3k views on YouTube.

Marketing Director

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June 2017 to February 2022

- Created a cohesive brand identity from concept to execution, including logo design, color palette, and brand guidelines.
- Developed and implemented marketing strategies to increase brand awareness, drive customer acquisition, and boost revenue.
- Managed the creation of marketing content for the website, brochures, and social media, ensuring alignment with the brand vision.
- Oversaw brand photo shoots, including location scouting, lighting setup, and post-processing for high-quality visual assets.

Key Highlights:

- Marketing efforts led to revenue of \$50k in the first year.
- Grew our Instagram following to 12.6k.
- Added \$6,300 in revenue in 2020 by adding photo services to our education classes.



Communications Coordinator

Anchorpoint Counseling Ministry

November 2018 to July 2020

- Spearheaded a comprehensive company rebrand, including the design of a new logo, color palette, website, and social media channels.
- Collaborated with counseling staff to write and publish monthly blog posts on various mental wellness topics.
- Created new marketing materials to enhance brand messaging, including brochures, newsletters, and promotional videos.
- Developed marketing collateral for annual fundraising events, supporting outreach and donor engagement efforts.

Key Highlights:

- Developed and produced a virtual fundraiser during the COVID-19 pandemic that raised over \$25,000 for mental health services.
- Increased monthly client referrals and intakes from the web through SEO and increased brand visibility.

Graphic Designer

Freelance/Self Employed

August 2014 to June 2017

- Collaborated with clients to create custom logos, branding materials, and visual identities that align with their business objectives.
- Designed a wide range of marketing collateral, including brochures, posters, social media graphics, and websites for diverse industries.
- Provided end-to-end design solutions, from concept development to final production, ensuring client satisfaction with each project.
- Managed multiple design projects simultaneously, adhering to deadlines and budget requirements while delivering high-quality results.
- Created engaging digital and print content for advertising campaigns, enhancing client visibility and audience engagement.

Education

Bachelor of Arts in Communications

Pennsylvania State University

2014

Awards

Keystone Press Award - Graphic Illustration

2015

Keystone Press Award - Graphic Illustration

2014

