

Daniel Kainz

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Ernst-Sompek-Straße 4, 5020 Salzburg, Austria

CREATIVE STRATEGY AND ART DIRECTION

I'm an unconventional creative problem-solver with many years of industry experience. I like to push the boundaries of what is possible to deliver the best solutions for brands. My work comes alive through challenges which require creative solutions. Finding ways to solve them is my endeavor. Always from vision to execution.

HARD SKILLS AND COMPETENCIES

Adobe Creative Suite	Cinematography	Copywriting	Retail Activations
Brand Activations	Content Production	Marketing Strategies	POS Experiences
Brand Building	Concept Development	Photography	Strategic Planning

SOFT SKILLS AND COMPETENCIES

Collaborative	Critical Thinking	Highly Flexible	Outgoing
Creative Thinking	Determined	Motivating	Resilient

PROFESSIONAL EXPERIENCE

ALPHATAURI

Apr 2021 - Present

CREATIVE DIRECTOR MARKETING

- Leading the brand's overall marketing creative direction in alignment with the Creative Director for Products
- Creating holistic marketing strategies and budget plans in alignment with Head of Marketing
- Developing the overall customer-facing appearance of the brand across all channels
- Leading the creation of all content assets from ideation to production
- Utilizing strategic brand partnerships to increase brand awareness and drive sales
- Design of pop-up activations, shop windows and B2C experiences for our retailers worldwide

RED BULL GLOBAL CONSUMER PRODUCTS

Mar 2020 - Mar 2021

SENIOR ART DIRECTOR

- Ideation and creation of brick-and-mortar retail design and several customer experiences for AlphaTauri's flagship store in London, UK; in alignment with Head of Sales, Head of Marketing, CEO, and agencies
- Leading AlphaTauri's social media strategy and creation of different content assets related to it
- Creating a new visual appearance and fan-faced content for the F1® team Scuderia AlphaTauri
- Ideation and lead of content productions related to Scuderia AlphaTauri
- Leading the design process of the race car, race suits, and other related items of Scuderia AlphaTauri

RED BULL MARKETING SERVICES

Jul 2018 - Feb 2020

ART DIRECTOR

- Inception and content production for several of Red Bull's sports projects such as: Soccer clubs Red Bull Salzburg and RB Leipzig, Ice Hockey clubs Red Bull Salzburg and Munich, Formula One® team Red Bull Racing
- Creating and supporting the ideation of several product launch stories such as team-kit capsule, jersey launches etc

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PROFESSIONAL EXPERIENCE

TEAM ROTTENSTEINER **May 2017 - Jun 2018**
ART DIRECTOR

- Supporting the worldwide launch of Red Bull's new lifestyle drink line 'ORGANICS by Red Bull'
- Conception of activations to invigorate the Red Bull Ring and everything around it - a Red Bull owned project called 'Projekt Spielberg'

MARIAN & CO GMBH **Oct 2016 - Mar 2017**
PRODUCT AND GRAPHIC DESIGNER

SELF EMPLOYED **Jan 2015 - Sep 2016**
ART DIRECTOR

TOMORROW STUDIOS **Jan 2014 - Dec 2014**
GRAPHIC DESIGNER

EDUCATION

BACHELOR OF ARTS IN MEDIA AND COMMUNICATION DESIGN
Macromedia University of Applied Sciences, Munich, Germany

- Thesis: 'How social and economic pressure influences creative work, and 10 ways to get over it.'

SEMESTER COURSE IN MEDIA DESIGN
Chulalongkorn University, Bangkok, Thailand

MATURA
Higher Educational Institution of Economics, Wolfsberg, Austria