



DANIEL WRENCH

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EXPERIENCE

2018 - Present

Woodlands Bank Brand Manager

Oversees total bank image. Responsible for creation and execution of initiatives for improving overall performance of brand and products. Implements innovative techniques for growing deposits, including digital targeting and experiential marketing. Enforces and directs overall creative vision and direction for all departments. Identifies weaknesses within the department to improve culture and efficiency. Analyzes consumer driven data and trends to assess market strategy.

2017 - 2018

Woodlands Bank Design & Media Specialist

Responsible for the design of billboards, information handouts, advertisements, media branding & campaign logos. Creation and maintenance of all digital assets.

2013 - 2015

T.A. Seeds, LLC Graphic Designer & Marketing Coordinator

Produced advertisements, product guides, brochures and pricing sheet handouts.

2013 - 2017

Midstate Beverage Co. Sign Shop Employee

Responsible for the creation and production of temporary POS beer signage.

2013 - Present

Freelance Graphic Design

Logo, poster, brochure & signage design for various local businesses and individuals. Real estate photography and portraiture.

EDUCATION

2014 - 2018

Pennsylvania College of Technology

Bachelor of Science: Graphic Design

Degree Minors: Marketing & Photography

SKILLS

Adobe

Illustrator
Photoshop
InDesign
Muse
Dreamweaver
Bridge
Premiere
After Effects
Experience Design
Dimensions
Distiller

Other

Microsoft Office Suite
Wordpress
HTML & CSS
Google Analytics
Google Tag Manager
Identity design
Branding
Packaging design
Publication layout & design
Photography
Photo manipulation

Other, other

Audience segmentation
Consumer behavior analysis
Trend identification
Drive for creative excellence
Impeccable problem-solving abilities
Can-do attitude

AWARDS

2017

Flux Student Design Competition

Award of Distribution: Identity Design

INTERESTS

Drawing, painting, hiking, wood-working, adventuring, hunting, & road trips.