

DANIELLE CANDREVA

Creative Production Leader | Art Director | Driving Efficient, High-Impact Digital Execution

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CORE SKILLS

Creative Operations • Production Management • Resource Planning • Workflow Optimization • Cross-Functional Leadership

• HTML/CSS • Adobe CC • Figma • Monday.com • Trello • Responsive Email Design • Branding • Canva • Email Marketing

15+ years of creative production and operations leadership, scaling digital marketing across e-commerce and high-volume email. Expert in workflow optimization, QA reduction, and cross-functional leadership, combining hands-on design/front-end skills with strong project management to deliver on-time, revenue-driving campaigns at scale.

PROFESSIONAL EXPERIENCE

Publishers Clearing House | US Remote

Art Director, Ecommerce Production | June 2021 – June 2025

Promoted through multiple roles over 13 years, reflecting sustained performance, leadership growth, and expanding scope of responsibility.

- Led and mentored a 5-person ecommerce creative production team, redesigning workflows and resolving bottlenecks to increase production efficiency by 25%.
- Directed complex, multi-project workflows with shifting priorities, aligning marketing, creative, and development teams to ensure on-time delivery without sacrificing quality.
- Oversaw full-cycle creative production for high-volume email campaigns, landing pages, and promotional content, maintaining brand consistency and high visual standards across all deliverables.
- Designed and coded responsive email campaigns using HTML and CSS, consistently achieving 20%+ CTR improvements and supporting revenue-driven lifecycle marketing initiatives.
- Acted as the primary liaison between marketing and development teams, translating creative requirements into front-end solutions that reduced QA issues and improved deployment accuracy.
- Created high-performing co-branded email ads for national clients including Proactiv, Insurify, and FinanceBuzz, generating and improving overall campaign ROI.

Head Designer | April 2015 - June 2021

- Led and supervised a team of internal designers and external agency partners, ensuring all creative assets were accurate, approved, and delivered to Operations on schedule.
- Managed end-to-end production for responsive emails, landing pages, bonus pages, and contest experiences using HTML, CSS, and Adobe Creative Suite.
- Partnered closely with Operations and Marketing to maintain production timelines while adapting to frequent scope and priority changes.

Senior Designer | April 2014 - April 2015

- Served as principal production designer responsible for delivering landing pages, devices, and email assets in a fast-paced, deadline-driven environment.
- Demonstrated strong judgment and prioritization skills while managing multiple concurrent projects with constantly shifting deadlines.

Designer | August 2008 - April 2014

- Created contest graphics, promotional banners, and digital advertising assets in collaboration with marketing teams.
- Supported large-scale promotional campaigns with consistent, on-brand visual execution.

EDUCATION

Bachelor of Arts, Multidisciplinary Studies | Stony Brook University | Focus: Graphic Design, Computer Science, Political Science

CERTIFICATIONS

[Google Foundations Of Project Management](#) — Project lifecycle fundamentals, Agile methodologies, stakeholder alignment

[Google Foundations Of UX Design](#) — User-centered design, accessibility standards, equity-focused design principles.