

# DARIO CAUDANA

## AWARDS



D&AD New Blood Wood Pencil Advertising Award



Miami Ad School KFC Ideathon Most Creative Idea 2021

## CONTACT



### Phone

(714) 608-1845



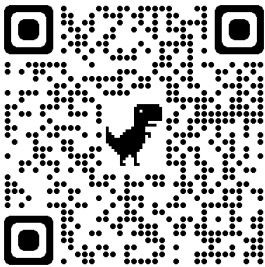
### Email

[dgcaudana@gmail.com](mailto:dgcaudana@gmail.com)



### Portfolio

[www.dariocaudana.com](http://www.dariocaudana.com)



## SKILLS

Adobe Photoshop  
Adobe Premiere  
Adobe After Effects  
Adobe Illustrator  
Adobe Lightroom  
Photography  
Videography  
Retouching  
Google Suite  
Microsoft Suite  
Improv Comedy  
Axe Throwing

## WORK

### Three, Atlanta, GA

Digital Designer/ Content Creator - Sept 2023 - December 2023

- J-B Weld Social Team: Brainstormed and shot social media content for the brand's Paid and Organic Meta/Reddit accounts. Created and presented pitch decks to the client for next quarter's ideas.
- Wolfson Children's Hospital: Brainstormed and shot social media content for their Wolfie-BOO! Halloween Yard Sign Fundraiser resulting in them needing to print more signs for purchase 3x more than expected.

### We Are Social, Remote

Freelance Motion Designer/Designer- July 2023 - Present

- YouTube Social Team: Edited/added graphics to videos for Youtube's new rebranded Creator series, Trends series, and prepped presentation decks for new pitches.

### Formerly Known As (FKA), Atlanta, GA

Art Director/Content Creator - June 2022 - July 2023

- Pop-Tarts Social Team: Concepted, pitched, filmed, photographed, edited, worked with directors, editors and designers on Paid, Organic and every day trending social media posts. (TikTok, Instagram, Facebook, Snapchat, Reddit) @poptartsus @poptarts
- Arby's Social Team: Filmed, photographed and edited Arby's video/ still assets for TikTok, Instagram, Facebook, Twitter. Concepted next month's content with pitching, pre-production, execution in production and editing in post-production. @arbys
- MAC Cosmetics Social Team: Helped launch MAC Cosmetics USA Instagram account with short form content for products to be showcased on IG Reels and TikTok. @maccosmeticsusa

### Professional Actor, New York City, NY

Stefanie Field Agency - May 2013 - Oct 2020

- 1 National Commercial, 6 short films, 8 regional theater shows (Acting resume on request)

## EDUCATION

### Miami Ad School, Atlanta, GA

Digital Photography and Video/ Content Creation - Oct 2020 - Sept 2022

### Syracuse University, NY

BFA in Acting - College of Visual and Performing Arts - Class of 2013