

DANIEL GOLDMAN



For over two decades, I've helped companies communicate more clearly and operate more efficiently by bridging the gap between visual strategy and operational execution. I've built brand systems, signage programs, vehicle wraps, and digital tools for businesses ranging from local firms to national brands and even NASCAR teams.

CONTACT ME

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PROFESSIONAL SKILLS

Brand Development & Campaign Strategy
Print Graphics for Fleet, Signage, & Environmental
Web & Digital Production
Workflow Automation
Internal Tech & Vendor Coordination
Marketing Systems for Email, Social,
Internal Comms
Microsoft 365 Integrations
Cross-Department Collaboration & Creative Ops



PROFESSIONAL SUMMARY

Multidisciplinary Art Director and Creative Systems Lead with over 20 years of experience in visual communication, workflow development, signage, vehicle branding, and marketing automation. Proven ability to lead both creative and operational initiatives, bridging strategy, design, and execution. Skilled in Adobe Creative Suite, WordPress, Power Automate, Microsoft 365 administration, and vendor management. Known for delivering clean, consistent creative outcomes — and building the systems to support them at scale.



WORK EXPERIENCE

2019 – 2025

ART DIRECTOR / DIRECTOR OF CREATIVE SYSTEMS

at Night Owl Companies

♥ Charlotte NC

Directed all visual communication, branding, signage, marketing systems, and internal digital tools across a family of companies serving national brands. Managed large-format printing, fleet graphics, and racing sponsorships. Served as internal IT liaison, developing workflow automations, SharePoint portals, onboarding systems, and vendor coordination protocols. Led cross-brand creative cohesion while managing high-volume production timelines.

2018 – 2019

GRAPHIC DESIGNER

at Procal Printing and Graphics

♥ Concord NC

Created custom car wraps, decals, and signage for motorsports teams (including NASCAR), local businesses, and high-profile commercial fleets. Worked under tight deadlines and complex brand standards. Specialized in full-vehicle layouts, contour-cut vinyl, and sponsorship graphics.

2015 – 2018

CREATIVE DIRECTOR

at Osmosis Media Services

♥ Richmond, VA

Developed full-service brand systems and websites for small and mid-size businesses. Provided art direction, CMS development, and cross-channel media production for both print and digital. Oversaw client relationships and vendor management.

2012 – 2014

DESIGN / PREPRESS SPECIALIST

at Media General, Richmond Times Dispatch

♥ Richmond, VA

Produced high-volume advertising layouts under daily press deadlines. Collaborated with ad sales teams and editorial staff to ensure accuracy, brand alignment, and print quality.

2009 – 2012

ART DIRECTOR

at Creative Energies

♥ Richmond VA

Led creative campaigns for clients including Carl Zeiss Optics, Alcoa Flexible Packaging, and the Virginia Holocaust Museum. Produced print collateral, event materials, and branded experiences. Managed client relationships and production vendors.