

Daniel Sieracki

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Work Portfolio: sieracki.design

About

I am an experienced creative and results-oriented individual with a passion for marketing and design. I have a proven track record of success in providing creative and visual solutions to meet the needs of a wide range of clients at scale with honest, compassionate, and direct creative work.

Key Accomplishments

- Managed 30 monthly newsletters at Elderwood, and built the digital customer newsletter template and process at Securly.
- Provided creative and visual solutions to meet the needs of PostAcute's family of companies with over 5,000 employees including Elderwood, Pediatric Specialty Care, Woodmark Pharmacy, Elderwood Health Plan, and many smaller divisions and departments.
- Rebranded Elderwood and Pediatric Specialty Care with a digital first approach starting with new websites. Updated marketing collateral for 28 Elderwood facilities and seven pediatric sites.

Skills

Graphic Design | Illustration | Web Design | Video Editing | Motion Graphics | Adobe Creative Suite
Indesign | Illustrator | Photoshop | Premiere | After Effects | Figma | Microsoft Office Suite | Hubspot

Work Experience

Graphic/Visual Designer

Securly from 09/2023 – Present | Buffalo, NY

- Creation of video content and social posts for marketing initiatives and promotions on social media.
- Design and creative direction of new products including logos and illustrations.
- Collaborated with Product Marketing Managers and Head of Customer Services to create new digital newsletters for customers across different personas to support customers and keep them informed of updates and new products offered by Securly.

Creative Services Coordinator

Elderwood Administrative Services from 03/2019 – 07/2023 | Buffalo, NY

- Creation of new branded marketing materials for Post Acute Partner's family of companies with over 7 divisions, 5,000 employees, and 40+ facilities across NY, MA, and VT.
- Design and layout of print ads, display ads, newsletters, motion graphics, internal communications, and marketing materials for use by over 7 divisions.
- Coordination of content, creation, and distribution of over 30 monthly newsletters to Elderwood, Pediatric Specialty Care, and Woodmark facilities in NY, VT, and PA.

Print Production Specialist *(starting position)*

Elderwood Administrative Services from 01/2017 – 03/2019 | Buffalo, NY

- Built and maintained internal printshop website and ordering system.
- Large volume production of marketing materials

Education University at Buffalo | Communication Design | BFA 06/2005 – 05/2009