

DOMINGO ECHAGÜE

VP Creative / Head of Brand Creative | Brand Transformation | Enterprise Creative Leadership

Roswell, GA (Atlanta area) | Open to Remote / Hybrid | 305-607-5521 | me@mingoechague.com

Portfolio: www.mingoechague.com | linkedin.com/in/domingoechague

EXECUTIVE PROFILE

- Creative and brand executive with 20 years of experience building and evolving brands, leading multidisciplinary teams, and turning organizational goals into distinctive brand platforms and integrated campaigns.
- Lead a 7-person creative studio and 5 freelance partners at Marino, directing strategy and creative delivery across a \$1.25M+ portfolio of consumer, government, and mission-driven accounts.
- Expertise spans brand architecture, positioning, narrative and messaging, stakeholder research, identity systems, brand governance, executive presentations, and digital, social, experiential, retail, and packaging programs.

CORE COMPETENCIES

Brand Strategy • Brand Architecture • Brand Positioning and Repositioning • Brand Transformation • Brand Governance • Integrated Campaigns • Creative Direction • Team Leadership • Executive and Board Presentations • Stakeholder Research • Audience Strategy • Cross-Functional Leadership • Agency and Partner Management • Digital, Social and Experiential Marketing

PROFESSIONAL EXPERIENCE

Marino | New York, NY / Remote

Mar 2023 - Present

Vice President, Creative

- Oversee a 7-person multidisciplinary studio spanning design, content, and video; manage 5 freelance creative partners and report to the SVP of Integrated Marketing.
- \$1.25M+ portfolio: Direct brand strategy, creative leadership, and integrated campaigns for nationally recognized consumer brands, government agencies, and mission-driven organizations.
- Developed end-to-end identity and repositioning programs spanning stakeholder discovery, positioning, narrative, concepts, identity systems, executive presentations, and governance guidelines.
- 282M+ impressions and 23M+ accounts reached: Co-created the Italian Trade Agency platform and tagline “Make It Authentically, Make It Italian,” then led creative strategy across paid, social, influencer, digital publication, and educational channels.
- Created Fratelli Beretta's consumer positioning, “It's not charcuterie, it's antipasto,” during the pitch process; the narrative guided brand messaging throughout the six-month engagement.
- Extended Bono USA's packaging rebrand through the “paladins” character platform; spearheaded creative (graphics and video) for an Instagram awareness campaign that grew followers 78% in two months, generating 1.6M+ impressions and 200K engagements.
- Guide Di Marco - Fine Italian Bakers' U.S. brand across positioning, retail, digital, social, packaging, e-commerce, partnerships, and experiential activations; National Pinsa Day became a 2026 PRNEWS Platinum Awards finalist.

Marino | New York, NY / Remote

Feb 2021 - Mar 2023

Art Director

- Built Marino's brand identity methodology from the ground up, creating a repeatable two-phase process for discovery, manifesto and messaging, positioning, identity development, and guidelines that became the agency standard.
- Steered strategy and identity programs for nonprofit, youth-serving, consumer, real estate, and public-sector organizations, partnering with senior client stakeholders and cross-functional PR and social teams from discovery through launch.
- Connected brand strategy, creative, digital, social, video, paid media, and out-of-home execution for awareness campaigns serving mission-driven organizations, including New York Edge.

Nickerson | Boston, MA

Nov 2016 - Apr 2020

Art Director

- 2 Gold PRISM Awards (Best Print Brochure, Best Video): Orchestrated branding and sales-enablement creative for Sconset Landing, a 130-unit residential community in Hanover, MA, helping drive Phases I and II to sell-out.
- 352-unit luxury waterfront development: Directed the grand-opening and boardwalk-expansion campaign for Meriel Marina Bay (Hines/MetLife) in Quincy, MA, earning a PRISM Award for Best Marketing Event of the Year.
- 15 additional PRISM, MarCom, and Indigo Design awards: Earned for logo, website, advertising, and event-branding work, including Gold honors for Visnick & Caulfield and Center Plaza.
- Coordinated multidisciplinary brand engagements from strategy through execution, partnering with agency leaders, client executives, developers, photographers, videographers, and production partners to maintain consistent expression across channels.
- Introduced a new margin stream via a standard 20% administration fee on print and third-party vendor work; further improved margins through vendor negotiations and strategic partner onboarding.

Nickerson | Boston, MA
Graphic and Web Designer

Aug 2015 - Nov 2016

- Earned promotion to Art Director within 15 months of joining the agency.

Hitex Marketing Group | Miami, FL
Brand and Experiential Designer

Apr 2014 - Jul 2015

- Conceived and executed production of a Johnnie Walker-branded experiential bar at Antigua's V.C. Bird International Airport, reaching up to 1.5 million passengers annually.
- Expanded 3D retail and experiential design capabilities for four Diageo spirits brands — Smirnoff, Cîroc, Baileys, and Buchanan's.
- Reduced print costs by approximately 20% and cut client quote turnaround from up to 48 hours to same-day by introducing a long-term online print vendor — with the partnership retained by the agency after my departure.

Mingo Ad Studio | Freelance
Founder and Creative Director

2013 - Present

- Own and operate a design and print studio, delivering web, brand identity, and print/promotional products — including event tents, banner stands, tablecloths, and yard signs — for small business clients.
- Delivered 22 client engagements — 12 websites and 10 brand identity programs — for small businesses, launched while completing a bachelor's degree full-time and sustained alongside full-time agency roles since.
- Selected for international recognition in LogoLounge Book 12 — client logo published among the top 3,000 of nearly 43,000 global submissions, juried by a 10-member panel of leading brand identity designers.

TECHNOLOGY

Adobe Creative Cloud: Photoshop, Illustrator, InDesign, Acrobat • Canva • Microsoft Office, Teams and OneDrive • Slack • Claude • ChatGPT and AI-assisted creative workflows • Midjourney • Harvest • Framer • Shopify • WordPress

EDUCATION

Florida International University

B.S., Communication: Advertising; Minor, Social Media and E-Marketing Analytics | Dean's List

Miami Dade College

A.A., Graphic and Commercial Arts