DOMINGO ECHAGUE

VP Creative | Head of Brand Creative | Brand Strategy & Integrated Campaigns

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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; promoted from Art Director to Vice President in two years; 2026 PRNEWS Platinum Award winner.
- 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 & Repositioning • Brand Identity Systems • Brand Governance • Integrated Campaigns • Creative Direction • Creative Team Leadership • Executive Presentations • Stakeholder Research • Audience Strategy • Cross-Functional Leadership • Agency & Partner Management • Digital, Social & Experiential Marketing

PROFESSIONAL EXPERIENCE

Marino | New York, NY / Remote **Feb 2021 – Present**

Vice President, Creative *Mar 2023 – Present*

- 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.
- **2026 PRNEWS Platinum Award winner, Integrated Communications, Marketing & PR:** Led creative for Di Marco's National Pinsa Day campaign, developing the identity, messaging platform, and visual system behind a Roman-centurion takeover of NYC and an Eataly pop-up; delivered 130M+ impressions and an email-gated coupon program with 2,000+ sign-ups and ~54% redemption.
- **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.
- **Won the Fratelli Beretta account** with the consumer positioning "It's not charcuterie, it's antipasto," which guided messaging through a six-month retainer; conceived a claw-machine activation for a 17,500+ attendee trade show that met the booth's foot-traffic goal and earned Marino's Campaign of the Quarter award.
- **78% follower growth in two months:** Extended Bono USA's packaging rebrand through the "paladins" character platform; spearheaded graphics and video for an Instagram awareness campaign generating 1.6M+ impressions and 200K engagements.

Art Director *Feb 2021 – Mar 2023*

- **15+ client programs:** Built Marino's two-phase brand identity methodology (discovery, messaging, positioning, identity, and guidelines), now the agency standard for $50K+ brand identity engagements.
- Brought website production in-house, replacing outsourced developers with an internal design-plus-freelance-build workflow and increasing margins on ~$25K website builds and brand identity packages.
- Led creative strategy and integrated campaign launches for nonprofit, consumer, real estate, and public-sector clients, partnering with PR and social teams from discovery through launch.
- Promoted to Vice President, Creative after two years.

Nickerson | Boston, MA & Remote **Aug 2015 – Apr 2020**

Art Director *Nov 2016 – Apr 2020*

- **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/Bozzuto) in Quincy, MA, earning a PRISM Award for Best Marketing Event of the Year.
- **17 PRISM, MarCom, and Indigo Design awards in total,** including Gold honors for Visnick & Caulfield (Best Logo of the Year) and Center Plaza (Best Website).
- 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.

Graphic and Web Designer *Aug 2015 – Nov 2016*

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

Hitex Marketing Group | Miami, FL **Apr 2014 – Jul 2015**

Brand and Experiential Designer

- Conceived and executed production of a Johnnie Walker-branded experiential bar at Antigua's V.C. Bird International Airport, which serves 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, a partnership the agency retained after my departure.

Access Telecom | Miami, FL **Jun 2006 – Sep 2013**

Marketing and Creative Designer

- Established the company's first trade show presence, securing co-funded partnerships with Nokia and Samsung to deliver branded experiences within a limited internal budget.
- Built the company's core brand presence across logo, website, product packaging, and marketing collateral, creating a consistent identity across digital, retail, and sales touchpoints.

ADDITIONAL EXPERIENCE

Mingo Ad Studio | Independent Studio (part-time) **2013 – Present**

Founder and Creative Director

- Run an independent design and print studio delivering web, brand identity, and print products for small businesses.
- Delivered 22 client engagements (12 websites and 10 brand identity programs), launched while completing a bachelor's degree full-time.
- Client logo selected for LogoLounge Book 12, 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 • Framer • Shopify • WordPress • Claude • ChatGPT • Midjourney • AI-Assisted Creative Workflows

EDUCATION

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

Miami Dade College | A.A., Graphic and Commercial Arts