

DAN CAHILL

CREATIVE DIRECTOR | BRAND & DIGITAL CONSULTANT

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Portfolio: www.dancahill.co.uk

Creative Director with 20+ years' experience leading brand, campaign and digital design across agencies, consultancies and independent studios. I build creative teams, translate complex briefs into clear visual direction and deliver work that performs commercially – from national retail rollouts and packaging systems to digital platforms and brand transformations.

Equally comfortable shaping strategy with senior stakeholders as I am working alongside designers and developers to bring ideas to life.

SELECTED EXPERIENCE

Delivered creative direction, branding and digital platforms for organisations across retail, healthcare, sport, technology and professional services.

Selected work includes:

Starkey Hearing Technologies – national retail campaign and in-store creative delivered across 100+ hearing centres.

Adidas – brand and marketing creative delivered through agency partnerships.

NHS organisations – brand, campaign and communications design supporting public sector initiatives.

Premier League & EFL clubs through Thomas Cook Sport – advertising and campaign creative for global sporting events.

Local authorities and SMEs – brand systems, marketing campaigns and digital platforms delivered across multiple sectors.

CREATIVE LEADERSHIP

- Built and led creative teams across agency, consultancy and in-house environments – mentoring designers and raising delivery standards.
- Directed multi-channel creative delivery including brand systems, packaging, integrated campaigns, digital platforms and print.
- Presented creative strategy to senior stakeholders, winning pitches and securing long-term partnerships.
- Led a 60+ website infrastructure migration improving platform performance and reducing operational costs.
- Delivered brand systems and marketing assets used across national retail networks and multi-site organisations.

CAREER HISTORY - PAGE 2&3



CAREER HISTORY

● CAHILL CREATIVE LTD (MANCHESTER)

FOUNDER & CREATIVE DIRECTOR

2017–Present

Founder of an independent creative studio delivering brand, campaign and digital design for UK and international clients across technology, retail, property and professional services sectors.

- Designed and launched brand systems from initial strategy through to rollout across print, digital and environmental touchpoints.
- Delivered websites, campaign assets and marketing materials aligned to client growth and commercial objectives.
- Developed packaging, brochures and retail marketing collateral with clear in-store impact.
- Built long-term agency partnerships that contributed directly to new business wins and retained client relationships.

● CONSULTING & AGENCY ENGAGEMENTS (REMOTE / ON-SITE)

CREATIVE DIRECTOR & SENIOR DESIGN CONSULTANT

2022–Present

Provide senior creative leadership to agencies and organisations across branding, digital platforms and integrated campaigns.

Key engagements include:

Aqueous Digital

- Strategic oversight across SaaS, e-commerce and service-sector clients.
- Directed multi-channel website builds aligned to broader brand and marketing strategy.
- Introduced UX and accessibility review frameworks improving customer experience across client platforms.
- Led a 60+ website infrastructure migration improving performance and reducing operational costs.

Venn Digital

- Led brand identity development and guidelines for multiple clients while balancing strategic oversight with hands-on design delivery.

Starkey

- Directed retail and campaign creative for a national hearing centre chain across 100+ sites, ensuring brand consistency across in-store marketing and collateral.

● PURPLE PORCUPINE DESIGN AGENCY (STOCKPORT)

CREATIVE DIRECTOR

2016 – 2017

Strategic and creative lead overseeing brand direction, campaign development and multi-channel delivery for clients including local authorities, NHS organisations, SMEs and corporates.

- Managed a multidisciplinary team including designers, developers, copywriters and print specialists.
- Mentored junior team members and improved team confidence and output quality.
- Led pitches to senior stakeholders, winning new business through compelling creative strategy.
- Managed operational responsibilities including budgets, payroll and company lease commitments.



● **FREELANCE DESIGNER** (REMOTE / ON-SITE)

SENIOR DESIGNER

2013 – 2016

Built an independent client base delivering branding, websites and print design for international and SME clients.

Key clients included Adidas, Clinton Cards, NHS organisations and multiple growing SMEs.

● **ARTEMIS VENUE SERVICES** (CHESTER)

SENIOR DESIGNER

2010 – 2013

- Designed brochures, websites and venue branding for 20+ national wedding venues.
 - Directed print production for high-volume collateral ensuring consistent quality across all outputs.
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● **THOMAS COOK SPORT** (MANCHESTER & LONDON)

DESIGNER

2007 – 2010

Produced advertising and marketing campaigns across print and digital for global sporting events including the FIFA World Cup, Monaco Formula One Grand Prix and international boxing.

Clients included Manchester United, Manchester City, Liverpool FC, Chelsea, Celtic and all 92 English Football League clubs.

● **ENGAGE GROUP** (COVENTRY & LONDON)

Junior Designer

2005 – 2006

● **LEICESTER MERCURY NEWSPAPER** (LEICESTER)

Junior Designer

2004 – 2005

SKILLS

CREATIVE LEADERSHIP

Creative Direction • Art Direction • Team Leadership • Stakeholder Engagement
• Project & Budget Management

BRAND & DIGITAL

Brand Strategy • Campaign Development • UX & Accessibility • Digital Platforms
• Integrated Marketing

TOOLS

Adobe Creative Suite • Figma • WordPress • HTML / CSS • Keynote • MS Suite

EDUCATION

BA (Hons) Graphic Design (Coventry University) – 2:1

BTEC Foundation Art & Design (Coventry University) – Merit

A-Levels: Art & Geography

9 GCSEs - A-C

REFERENCES AVAILABLE ON REQUEST

