



DAVE RHEIN

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Introduction

Multifaceted marketing leader and designer with over 15 years of industry experience in marketing, graphic design, web design, and development. Conceptual thinker possessing high work ethics and standards. Expertise in providing solutions for businesses and corporate entities at any level.

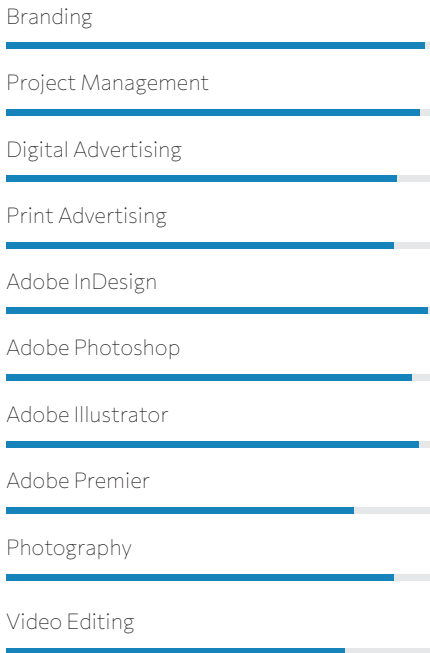


Objective

Add value to a brand and nurture creative ideas into successful, revenue-driving solutions in a meaningful way. Use my skillset and knowledge to grow and cultivate talent and culture. Enhance my creative and leadership skills through participation and collaboration in a motivated, energetic team environment.

# Branding and Identity	# Design	# Digital Marketing
# Creative Direction	# Website Design	# User Experience

Skills



Experience

2012 - Present **Associate Director of Marketing** *Rancho Palos Verdes, California*
 Terranea Resort

Oversee creative strategy and execution on print/digital advertising, promotions, branded marketing collateral, corporate identity, video production, photography, and more to support the company objectives while maintaining all visual and brand standards. Manage a team of designers and coordinators in the creative process from concept to completion. Manage a constantly growing project list as well as multi-team feedback and translate into effective strategies and solutions. Provide insights, industry trends, and expert knowledge of design to inspire career development. Member of the Terranea Leadership Team, Revenue Optimization Committee (team created to focus on driving revenue strategy for both leisure and group guests), and Green Team (research, create, and execute new and existing sustainability programs). One of thirteen members of the Terranea Essential Leadership Team who was retained during property closure due to COVID-19 to execute marketing slowdown and rebuild. Member of the Coral Tree Hospitality (management company) Sales, Marketing and Revenue Recovery team, which formulated a road to revenue recovery portfolio-wide during the COVID-19 pandemic.

2009 - 2012 **Creative Lead & Web Developer** *San Diego, California*
 220 Marketing, LLC.

Managed design and production of new online materials for clients. Designed logos and corporate identity pieces. Updated client website's content and photography. Designed, developed, and coded online resource libraries to streamline the client purchasing process. Designed multiple e-newsletters, eblast, and website layouts based on management and client feedback. Managed corporate website updates while maintaining all corporate standards and guidelines. Designed and coordinated corporate event HTML email blasts. Demonstrated strong collaboration, communication, time management, and organizational skills daily.

2006 - 2008 **Marketing Communications Designer** *Philadelphia, Pennsylvania*
 Sparks Exhibits & Environments

Produced visual solutions to the communication needs of clients and brands, using a mix of creative skills and commercial awareness. Collaborated with the management team to fulfill graphic needs. Developed concepts, layouts, and graphics for all interactive and collateral materials. Managed website updates while maintaining corporate branding. Produced still graphics and motion layouts for front office welcome displays. Designed, coordinated, and distributed internal monthly communication HTML emails. Managed, organized, and maintained all archives and graphic files, including logos, fonts, collateral, photography, and artwork library. Worked alongside company designers, printers, copywriters, photographers, and marketing specialists to meet departmental goals. Assisted with special events set up and breakdown as needed.

2001 - 2002 **Magic Kingdom Cast Member** *Orlando, Florida*
 Walt Disney World College Program

Participated in a unique career development program focusing on diverse skills such as problem-solving, teamwork, guest service and effective communication. Delivered a lengthy, memorized script with enthusiasm and energy and provided specialized guest service on amusement, in the queue area, and on parade route duty. Improvisational skills necessary. Highly commended for customer appreciation and satisfaction by management, castmembers and guests alike.

Social

- linkedin.com/in/daverhein
- facebook.com/DaveRheinDesign
- instagram.com/daverheindesign/
- twitter.com/DaveRheinDesign



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Awards & Accolades

HSMAI Adrian Awards

Gold Award

2020 - Website User Experience: Terranea Resort FareHarbor Integration;

2020 - Brochure – Consumer: Terranea Resort Holiday Brochures;

2016 - TerraneaLife - Digital Marketing Website;

Silver Award

2020 - Website: TerraneaLife

2018 - “No Words” Brand Campaign;

Bronze Award

2016 - Mobile Website – Digital Mobile Marketing

Visit California Poppy Awards

2018 - Finalist for Best Content Marketing Initiative - Terranea Resort

2016 - Awarded Best Overall Marketing Program - Terranea Resort

Terranea Resort

2019 - Leader of the Quarter

2018 - Leader of the Month

2017 - Associate of the Month



2020 - 2021

2000 - 2005



2019 - 2020

2019 - Present

2017 - Present

2014 - Present

Education & Certifications

Certified Hospitality Digital Marketer (CHDM)

Hospitality Sales and Marketing Association International (HSMAI)



Bachelor of Science Graphic Design Communication

Philadelphia University



Volunteer & Organizations

Creative & Design

HSMAI Foundation

Designed the HSMAI Foundation brochure for the Marketing Strategy Conference, presented at the HSMAI Adrian Awards Dinner Reception and Gala to upwards of 1000 hospitality industry leaders and attendees from across the country to promote HSMAI foundation's annual campaign. <https://foundation.hsm.ai.org/>

Digital Task Force

Visit California

Part of the committee that helped shape the Visit California marketing program, specifically in the digital space. Worked to guide the direction of Visit California's consumer website migration, providing feedback that helped to shape the consumer experience and define industry representation throughout the site. Focused on best in class technology opportunities, best practices in user experience and design, and native content and advertising opportunities on VisitCalifornia.com for the statewide tourism marketing program.

Green Team

Terranea Resort

Team of associates that span multiple departments at Terranea Resort that focus on sustainability and Eco issues on a property level as well as in the hospitality business in general. Create standard operating procedures and programs that can help to reduce the amount of trash hitting a landfill and change the way people think about recycling. Work with the executive team to create guest-facing opportunities to help local organizations and worldwide initiatives surrounding sustainability.

Creative & Design

San Diego Zoo Global

Offered design services in preparation for the annual San Diego Zoo Food, Wine & Brew Celebration. Assisted the event team in creating and updating all directional/wayfinding banners and signage for the event's multiple areas across the venue. Worked with the team to properly cobrand signage with outside vendors and sponsors.