

Daniel Righi

AWARD-WINNING CREATIVE BRAND LEADER | CREATIVE DIRECTOR

righi.fulljobs@gmail.com | +1 415-632-6847

[Portfolio](#) | [LinkedIn](#)

Creative Director and Art Director with extensive experience at the **top advertising agencies across three continents.**

Oversaw the world's most-loved brands (*Kraft Heinz, Mercedes-Benz, Adidas, FritoLay, Ford, Comcast*), partnering directly with executive stakeholders to align business objectives with strategic and creative narratives.

Managed multi-disciplinary creative teams across billion-dollar brands, maintaining quality standards, selling to high-level clients and creating a strong, **collaborative creative culture.**

Proven ability to scale accounts, grow revenue and build long-term brand equity.

RECOGNITION:

Gold Cannes Lions | Gold Effies for sales growth | Finalist for the 2024 [Creative Team of the Year](#)

SKILLS

Brand building & stewardship | High-performance leadership in fast-paced environments | Business growth & revenue
Executive-level client partnership | Art & creative direction | Creative culture shaping | Cross-functional collaboration
Team-building & talent development | Strategic platforms | 360° marketing across FMCG, tech, telecom & automotive

EXPERIENCE

Goodby Silverstein & Partners - Creative Director

May 2022 - Present

Clients: Comcast, Kraft Heinz, FritoLay (Cheetos, Doritos, Smartfood), Brown-Forman

San Francisco, CA

- Successfully **led Lunchables' North American marketing communications for three years**, aligning all messaging, product design, brand partnerships, visual systems and e-commerce to deliver **38% year-over-year sales growth**—and **expanding the agency account by 400%** in 36 months
- **Directed the creative and strategic evolution of FritoLay Canada**, managing billion-dollar products (Doritos, Cheetos), leading all creative output, launching Doritos' first-ever Super Bowl campaign in Canada—ultimately **growing the agency account by 51% in one year**
- Spearheaded innovative and AI-integrated platforms that earned **GS&P AdAge's Best Agencies 2024** and Cheetos **2024 Marketer of the Year**
- Orchestrated the strategic and creative platform for **Comcast's 2026 Olympic campaign.**

Goodby Silverstein & Partners - Associate Creative Director

Jan 2019 - May 2022

Clients: HP, Xfinity, Kraft Heinz, FritoLay, Blackstone

San Francisco, CA

- **Led the North American rebrand of Lunchables**, redefining its visual system, creative platform and all messaging from strategy through execution
- **Won fast-paced, high-stakes pitches and led strategy workshops with senior stakeholders** for multi-million (and *billion*) dollar brands, including Kraft Heinz, HP, Blackstone, Califia and Bare Snacks
- Partnered with HP client leadership to oversee and **manage the first repositioning for the HP in over a decade**—translating complex HP technology into accessible, consumer-focused storytelling

Antoni - Senior Art Director

Nov 2016 - Jan 2019

Clients: Mercedes Benz

Berlin, Germany

- Engineered and executed a **new global narrative for Mercedes-Benz**, shifting from performance-driven messaging to a high-end fashion and lifestyle visual brand expression
- **Brand guardian for Mercedes-Benz across all of Europe**, including all TV, print and digital messaging

EDUCATION

Bachelor of Social Communication - Advertising - Faculdade Casper Líbero

2002 - 2006

Film Art Direction, Cinematography Certification - Escola de Cinema (São Paulo, Espaço Reticom)

2009, 2013

TECHNICAL SKILLS

Design (Advanced): Adobe Photoshop, Illustrator, InDesign, Figma, Midjourney, Google Gemini

Presentation (Advanced): Google Slides, Microsoft PowerPoint, Word, Apple Keynote, Pages, Adobe Acrobat Pro

Video/Motion (learning): Adobe After Effects, Media Encoder