

DANNY AVILA

📍 1967 Paseo Del Rey, Vista, CA 92084

📞 (760) 815-7481

✉️ hello@dannyavila.com

🌐 www.dannyavila.com

PROFESSIONAL SUMMARY

I'm a creative director and digital strategist who thrives at the intersection of storytelling, systems, and strategy. For over 15 years, I've helped organizations find their voice, build strong creative teams, and design processes that turn ideas into measurable results. Whether it's leading large-scale media departments, developing global social strategies, or rebuilding digital systems from the ground up, I bring a rare blend of creativity, technical insight, and people-first leadership. I believe the best work happens when creativity is structured, teams are healthy, and every story has purpose.

EXPERIENCE

Social Media Director

August 2025 – Present

at *Favor International*

- Hired to modernize a 20-year-old nonprofit that previously relied only on direct mail and word of mouth, introducing a full digital marketing and storytelling strategy from the ground up.
- Designed and implemented a multi-platform social media system integrating global media teams all over the world.
- Produced video and graphic content that translated complex humanitarian work into emotional, actionable storytelling.
- Developed cross-department workflows for marketing, design, and media teams, connecting global mission impact with measurable engagement growth.

Creative Director (Strategic Consultant)

March 2018 – Present

at *SOLE Effects*

- Oversee creative direction, production, and digital strategy for a national student-leadership program reaching more than 200,000 students.
- Lead the organization through a digital transformation—migrating from costly, restrictive platforms to a unified, scalable system that saves thousands annually.

Founder / Creative Director

June 2007 – Present

at *Danny Avila Media*

- Built a full-service creative agency offering video production, web development, SEO, and digital-marketing strategy.
- Created automated systems that streamline client operations, reduce inefficiencies, and enable measurable business growth.

Director of Media & Organizational Leadership

April 2012 – May 2025

at *North Coast Church*

- Led a multi-campus creative and production team responsible for 30+ weekly projects serving a 20,000+ member congregation.
- Unified a previously fragmented department by establishing clear systems, communication rhythms, and measurable goals that strengthened team health and retention.

Production Coordinator & Systems Advisor

September 2014 – April 2023

at North County Media Center

- Helped transition the studio from a traditional broadcast facility into a modern, cinematic production hub.
- Directed commercial shoots and optimized studio design, implementing advanced lighting systems, film-camera workflows, and creative set designs.
- Collaborated with the owner on marketing strategy, helping the studio attract larger clients while modernizing backend operations.
- Introduced digital systems for scheduling, communication, and SEO-driven online growth.
- Played a key role in the studio redesign—turning a plain room into an inspiring space for creators and production teams.

Early Career Highlights

2004 – 2012

- **Clear Channel / iHeartRadio – Brand Ambassador (The Mikey Show):** Pioneered podcasting for a top San Diego morning show, developing the first daily podcast system at the station and establishing their early social-media presence.
- **Johnson's Auto Body & Paint – Operations Manager:** Digitized an analog business by implementing QuickBooks, digital estimations, and project-tracking systems, improving efficiency and client satisfaction.
- **CompUSA – Sales & Client Experience Specialist:** Gained foundational experience in sales strategy, customer service, and needs-based communication, delivering tailored solutions for clients.

SKILLS

Leadership & Strategy: Creative Direction · Team Development · Systems Design · Organizational Culture

Digital & Creative: Video Production · Web Design · SEO · Brand Strategy · Campaign Development

Technical Tools: Adobe Creative Suite · Asana · WordPress · Google Workspace · HubSpot · CRM Platforms

Core Strengths: Cross-Functional Collaboration · Process Automation · Client Communication · Problem Solving