

# DARCY DYKSTRA

Senior Graphic Design Manager, Elevating Brand Identity Across Digital & eCommerce Touchpoints



Creative digital designer with 10+ years of experience owning brand identity and eCommerce design for globally recognized consumer brands, including Pure Fishing, Costa Sunglasses, Battery Tender, and NASCAR. Proven ability to translate brand guidelines into high-impact digital experiences across DTC websites, retail platforms, and social media, collaborating closely with Brand Managers and key stakeholders to deliver on-brand and on-deadline creative assets.

## PROFESSIONAL EXPERIENCE

### Pure Fishing | Manager, Digital Design

2020-2026

Designed and executed digital marketing campaigns across 13 brands for a \$750M global fishing and sporting goods company, working cross-functionally to manage multiple initiatives simultaneously. Pure Fishing Key Brands: Caboodles®, Berkley®, PENN®, Fenwick®, Ugly Stik®, Abu Garcia®, Shakespeare®, Hardy®, Fin-Nor®, Savage Gear®, Plano®, Greys®, Frabill®

- **Web Design & Team Leadership:** Directed creative development of 20+ landing pages across multiple brands, managing 2 external contractors to deliver campaign assets that drove measurable site traffic and audience growth.
- **Caboodles® Brand Design:** Owned end-to-end design for Caboodles digital marketing campaigns, delivering homepage banners, animated and static social media assets, digital catalogs, and email creative that supported key product launches and reinforced a cohesive brand presence across digital touchpoints.
- **DTC/eCommerce:** Implemented creative strategy and visual direction across multiple brand websites, producing high-volume digital marketing assets for industry publications, email campaigns, and web platforms, shaping cohesive digital experiences through trend-driven design.
- **Digital Retail Brand Shelf - Walmart & Amazon:** Created multiple digital brand shelves across Walmart and Amazon, boosting consumer purchase decisions through detailed, brand-aligned visuals spanning A+ Content, brand stores, and product detail pages.
- **Social Media:** Created a high-volume library of animated and static Instagram & Facebook assets for multiple brands, supporting campaigns that consistently strengthened audience engagement and brand recognition.
- **Digital Asset Management:** Maintained a centralized DAM system, implementing file naming conventions and version control to accelerate asset retrieval, improve cross-team collaboration, and uphold brand consistency.

### Costa® Sunglasses | Digital Graphic Designer, eCommerce

2019-2020

Supported multi-channel digital marketing for Costa Sunglasses, an award-winning American eyewear brand acquired by Essilor for \$270M, contributing to brand growth initiatives through the closure of Daytona Beach, Florida operations in 2020.

- **Email Marketing:** Produced 3 email campaigns per week supporting product launches and major promotions, consistently delivering strong click-through engagement across a high-volume send schedule.
- **Paid & Organic Ads:** Led creative strategy for multiple display ad campaigns, designing A/B test variations and refining performance based on analytics, driving measurable improvements in ad effectiveness.
- **DTC Holiday Gift Promo:** Conceptualized and curated a custom holiday gift set including a shirt, tote bag, and sticker for the #OneCoast campaign, supporting seasonal brand storytelling through a cohesive suite of gift set assets, email creative, and social media content.

## Battery Tender® | Graphic Designer, Digital & Print

2018-2019

Family-owned designer, manufacturer, and distributor of technologically advanced battery power solutions, serving the evolving needs of a global customer base. Responsible for website branding, e-mail campaigns, and product packaging for the brand across automotive, powersport, marine, and RV markets.

- **DTC/eCommerce:** Directed visual design for DTC web experiences, developing cohesive digital assets across touchpoints to maintain brand consistency and a seamless user experience.
- **Digital Asset Management Initiative:** Independently spearheaded a company-wide DAM initiative auditing, collecting, and updating hundreds of product packaging files and dielines into a centralized server catalog, improving access and efficiency across creative, marketing, and engineering teams.
- **Email Marketing:** Composed and produced product-focused email campaigns that informed, engaged, and drove conversions through seamless shopping integration.
- **Print Packaging:** Developed retail product packaging strengthening in-store brand visibility and supporting conversion at the retail shelf level.

## NASCAR | Digital Graphic Designer

2015-2017

During my time supporting NASCAR, I partnered directly with the Marketing Director to design and execute Cup Series marketing campaigns across NASCAR.com, NASCAR Scanner, NASCAR Fantasy Live, NASCAR Mobile, and NASCAR Drive.

- **Web Design:** Conceptualized and built 30+ custom website skins, banners, and digital assets tailored for NASCAR.com and boosted click-through rates on marketing campaigns to enhance fan engagement and reinforce brand and sponsor presence.
- **Email Marketing:** Produced weekly geo-targeted email campaigns for upcoming race events, driving measurable ticket sales growth through strategic, high-impact creative.
- **Social Media:** Developed digital assets to boost fan engagement and reinforce brand presence across social media, both on race days and during the week leading up to each Cup Series race.

## ADVANCED DIGITAL EXPERTISE

- **Digital Design**  
UX, Web, Social Media, Email
- **Digital Retail Shelf**  
Amazon & Walmart Brand Stores

- **AI**  
Firefly, Claude, Nano Banana
- **Adobe CC**  
PS, AI, AE, ID, Express

## EDUCATION

- Full Sail University**  
B.S. Graphic Design
- Valedictorian
- Advanced Achiever Award

## THANK YOU FOR YOUR CONSIDERATION

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