



Hi, I'm Darcy Dykstra

Senior digital graphic design manager & creative strategist
who **transforms campaigns into digital marketing experiences**
that drive clicks, conversions, and brand equity.

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A collection of Instagram carousels created to educate and drive engagement and conversions.

DARCY DYKSTRA

Senior Digital Graphic Design Manager & Creative Strategist

ABOUT ME



Design Tools

Adobe Creative Suite
Figma



AI

Firefly, Nano Banana, Claude
Human-Centered Designer



eComm Industries

Outdoor, Motorsports,
Eyewear, Power Solutions



Corporate Management

Stakeholder & Brand
Manager Management

Senior Digital Graphic Design Manager who turns brand strategy into high-impact digital design with creative team leadership. Designing scalable, on-brand digital design.

Over the past 10+ years, I've led digital transformation and creative direction for some of the most recognizable national brands in outdoor, motorsports, eyewear, and power solutions including NASCAR, Costa Sunglasses, Pure Fishing (Caboodles, PENN, Berkley, Abu Garcia), and Battery Tender.

As a Senior Design Manager, I combine brand strategy, team leadership, and hands-on creative direction to guide organizations through meaningful digital transformation. I've led design teams through major brand modernizations, ensuring visual consistency across every touchpoint, from packaging and retail shelf presence to email, social media, and digital campaigns.

Throughout my career, I've designed and launched over 5,000 digital marketing assets across 15 national and global brands. What drives me is working with national brands that have deep customer loyalty and rich heritage, and helping them evolve for a digital-first world without losing what makes them iconic.

**Please note that while I would love to include solid metrics on asset performance, I was not privy to that information at my previous role.*

DARCY DYKSTRA

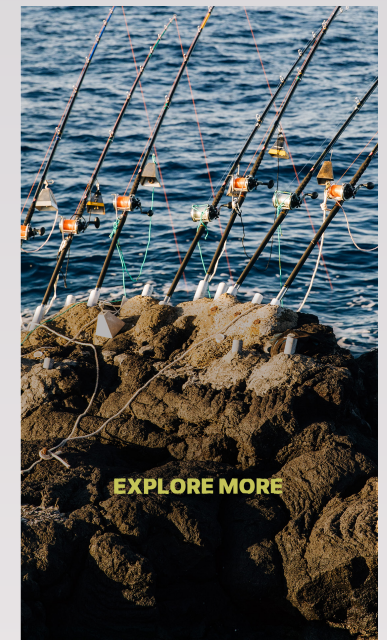
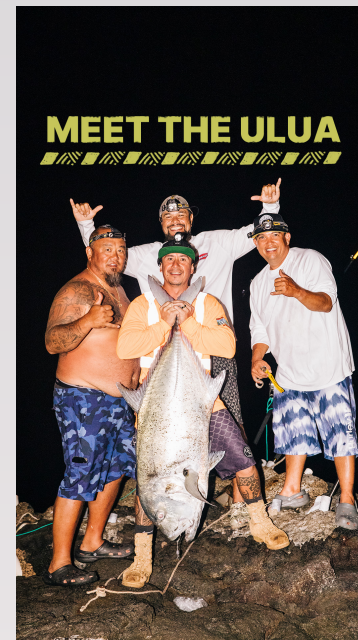
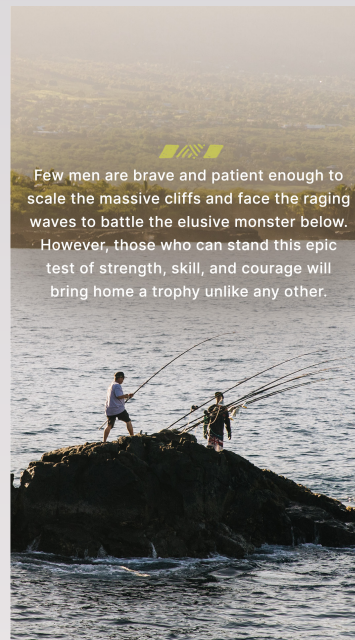
Senior Digital Graphic Design Manager & Creative Strategist

PENN[®] ULUA

Marketing Campaign / Main Graphic Designer & Landing Page Developer Liaison

By capturing their annual pilgrimage to the rocky shores of the Hawaiian coastline, this page builds an emotional connection with the audience while naturally integrating the products they rely on. The result is a narrative-driven experience that not only inspires but also drives product discovery and purchase through real-world use.

ULUA



Assets shown include custom lockup and Instagram story to showcase the story, leading consumers to the landing page to explore more. Landing page no longer live.

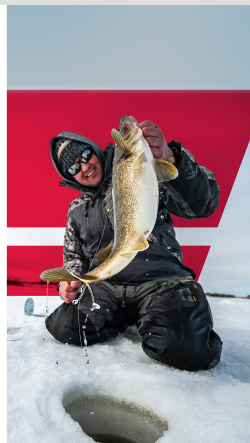
DARCY DYKSTRA

Senior Digital Graphic Design Manager & Creative Strategist

ABU GARCIA® ICE

Marketing Campaign / Main Graphic Designer

Winter content marketing campaign featuring the Abu Garcia® ice fishing product lineup. Created to educate consumers on ice fishing and products while storytelling this unique winter time adventure. Assets included a homepage banner, email, and social media posts/stories.



Assets featured include Instagram carousel post - top left, Instagram story - bottom left, email - right.

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Senior Digital Graphic Design Manager & Creative Strategist

ABU GARCIA® MAX

Social Media Carousel / Main Graphic Designer

7 slide seamless hype carousel that features each reel in the Max® series. Each slide provides users with key attributes for each reel.

MAX™ LOW PROFILE REELS



New launch Instagram carousel

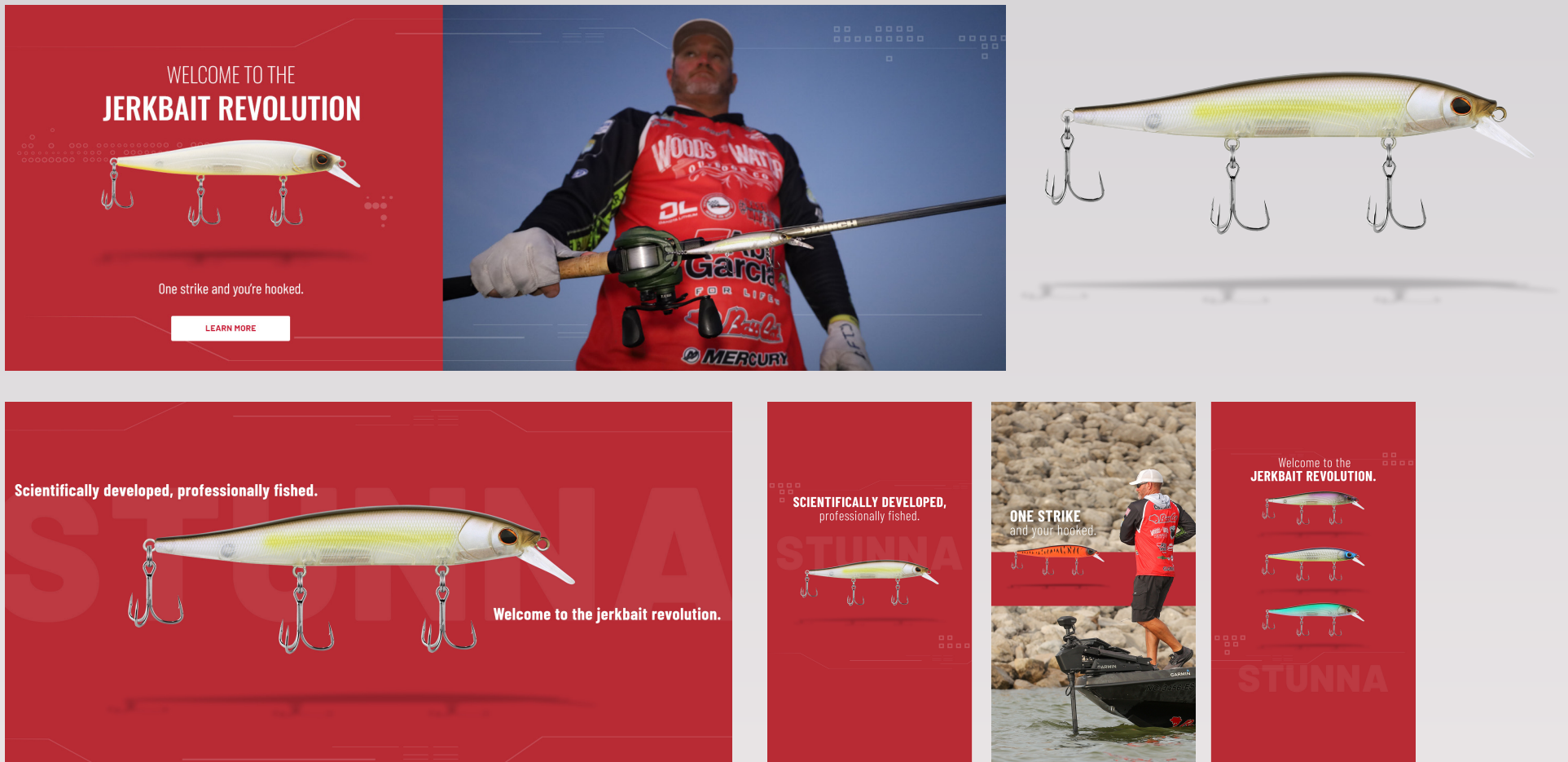
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BERKLEY® STUNNA

Marketing Campaign / Main Graphic Designer

This content marketing campaign announced the Berkley® Stunna Jerkbait. Assets were developed to create hype and introduce this bait to the market. Assets included a homepage banner, email, and social media posts/stories.



Assets featured include homepage banner - top, Instagram carousel post - bottom left, Instagram story - bottom right.

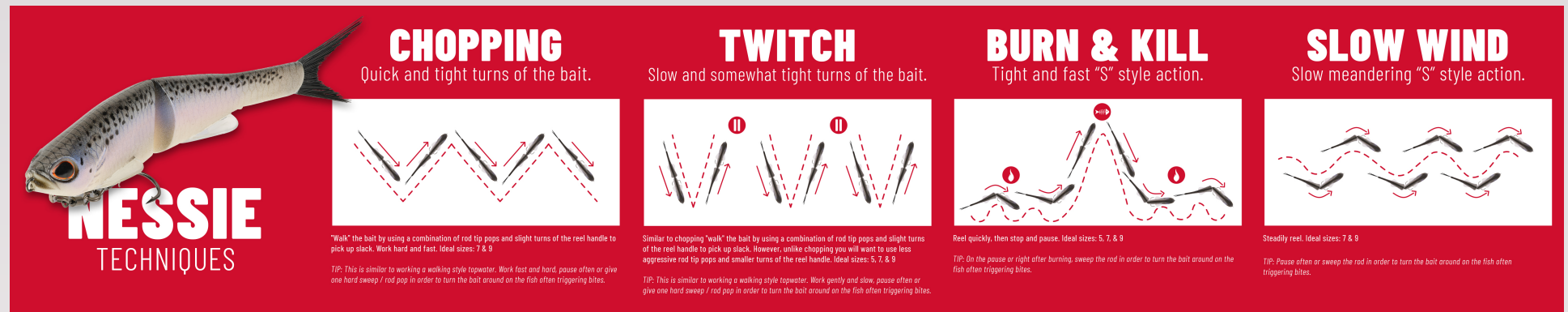
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BERKLEY® SOCIAL

Social Media Carousels / Main Graphic Designer

A collection of Instagram carousels created to educate, engage and convert consumers from a social standpoint.



Assets featured include carousel post for Crud Craw - top left, carousel post for Turbo Shrimp - top middle, Valentine carousel post for brand - top right, carousel post for Nessie techniques - bottom

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Thank You

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