



## ABOUT

Some people run away from problems. I like to solve them. Whether it's a Rubik's cube, a chess match, or an online MOBA – A strategic brief, a creative solution, or a disagreement between friends. You can find me on the front lines figuring it all out. Because in this world, there are winners and there are losers, and i'll be damned if i lose.

# D A R I A S K I N G

CREATIVE STRATEGIST

KINGDARIAS.COM



## CONTACT

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## SKILLS

STRATEGIC PLANNING

PROJECT MANAGEMENT

ADOBE CREATIVE SUITE

NETBASE QUID PRO

PROBLEM SOLVING

FANTASY FOOTBALL  
(I WILL WIN THE OFFICE POOL)

CHESS



## REFERENCE

### MATTHEW CRINE

Senior Manager, Smith & Howard  
Phone: 678.643.9112

### ANGELICA KOPICZKO

Senior Strategist, Patients & Purpose  
Email: angelicakopiczko@gmail.com

### AMRITA BHATIA

Strategy Director, Leo Burnett  
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### GARETT LEVY

Global Brand Planner, Amazon  
Email: glevy91@gmail.com



## EXPERIENCES

### ASSOCIATE STRATEGIST

### ARC WORLDWIDE

NOV '20 - PRESENT

Supported and led multi-million dollar business' strategic planning efforts by discovering data driven insights and inspiring creative teams to produce competitive work with cultural fuel. Assessed the credibility and messaging of DEI initiatives in campaigns as a member of the Inclusivity Product Council

### FREELANCE JUNIOR STRATEGIST

### MOJO SUPERMARKET

JUNE '20 - SEPT '20

Created comprehensive competitive analysis for direct competitors that analyzed brands messaging, social media and advertising methods. Assisted in conducting customer interviews that uncovered insights, and interpreted data to provide recommendations to clients.

### STRATEGY INTERN

### LEO BURNETT

JUNE '19 - SEPT '19

Crafted compelling creative briefs that inspired a winning campaign. Organized key observations for brands using reports and data to provide strategic direction to creative teams. Led company strategy Share-a-thon that revealed spending behaviors and motivations of the Millennial cohort.

### SOCIAL MEDIA SPECIALIST

### ZOOM MARKETING PARTNERS

SEPT '18 - JUN '19

Developed social media strategy for leading tobacco brands & executed digital creative content and account art direction. Inserted brands into cultural conversation by producing viral content that connected with target audience and grew engagement and visibility for brand.



## EDUCATION

### UNIVERSITY OF KENTUCKY

### B.A. INTEGRATED STRATEGIC COMMUNICATIONS CREATIVE STRATEGY

2017

**Coursework:** Creative Strategy (3), Research Methods, Sociology (3), Marketing, PR Writing, Creative Writing  
**Dean's List:** Fall '14, Fall '15, Spring '16, Fall '16, Spring '17

### THE CREATIVE CIRCUS

### ART DIRECTION

2020

**Cousework:** Advertising Concepts, Copywriting, Layout, Color Theory, Motion Graphics, Creative Thinking  
The One Show 'Here Are All The Black People' award recipient and school represenataive.