

Daniel Livengood

LinkedIn Profile

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Creative Director | Change Manager | Communications Leader

Summary

An experienced leader with over 10 years of expertise building and leading high performing teams. Highly capable of delivering impactful organizational change initiatives with a people focused approach. Able to influence effectively and gain buy-in across complex groups of stakeholders up to the C-suite driving key business results.

Possesses expert-level competency in creating and executing digital media strategies, with a proven track record of enhancing brand reputation and communication effectiveness. Renowned for the ability to transform complex information into clear messaging for consumption to a wide range of audiences. Adept at leading, coaching, and mentoring cross-functional teams and fostering a culture of collaboration. Adds a wealth of team leadership, marketing & communications strategy, and project management capabilities to any organization.

Core Competencies

- Team Leadership
- Coaching & Mentorship
- Organizational Change Management
- Project Management
- Corporate Identity & Branding
- Marketing & Communications Strategy
- Digital Media Content
- User Experience Design
- Live Event Production
- Story Telling

Education

Northwest University | Kirkland, WA

Bachelor of Arts, Music

Dec 2008

Professional Experience

Watermark Estate Management (Gates Family Office) | Kirkland, WA

Manager, Digital Media

Jul 2016 – Aug 2024

At Watermark, I reported directly to the CIO and was entrusted with influencing change and driving impact across the organization. I have a proven ability to quickly grasp the core of an issue and understand its potential impact on stakeholders. For instance, I once reimagined how we gathered a client's preferences. By replacing lengthy meetings with an engaging mobile experience, I significantly reduced the time needed to make multi-million dollar decisions. It also became their preferred method for future presentations. I led the creative team for the launch of Jumpr, an equestrian sports analytics app, and was publicly recognized for my contributions.

- Collaborated with key leadership stakeholders to manage and execute several multi-million dollar projects.
- Provided content capture, marketing design, and brand design support directly to UHNW individuals.
- Worked on strategic problems and projects as requested by c-suite executives.
- Provided thought partnership and communications support to the CEO, including principal facing meetings.
- Created a comprehensive set of communications channels for leaders to align the internal teams. This includes tools like Sharepoint and Teams, branded emails, surveys, all hands meetings, & display signage.
- Led a team of professionals in delivering hundreds of design, video, photo, and brand management projects. Examples include event marketing videos, internal event logos, headshot photos, and app design.
- Simplified complex information into clear, compelling messages for internal and external communications.
- Served as Art Director for a rebrand, including a new logo and aesthetic, launching it on all platforms.
- Produced 62+ Oral History video shoots around the country.
- Produced over 50 live events and studio recordings, ensuring seamless execution and high engagement.
- Tasked to increase customer satisfaction with clients of our Tech team at branch locations. Conducted site visits, identified areas of improvement, and worked with other Tech leaders to increase client satisfaction.
- Facilitated cross-functional collaboration among different departments to drive project success.
- Developed and managed an internship program, mentoring new talent and integrating them into the team.

- Successfully led projects outside of direct authority, fostering teamwork and achieving organizational goals.
- Successfully launched 5+ new technological innovations, including sourcing and onboarding new software.

New Life Church | Everett, WA

Communications Director

Aug 2014 – Jul 2016

At New Life, I developed skills in shaping content to effectively convey messages, create lasting impressions, and engage audiences. I led a highly talented team, including oversight of designers, musicians, and marketers. I also earned the trust of senior leaders, who sought my expertise in developing keynotes and communication strategies.

- Assisted senior leadership in developing high-impact communications programming.
- Led volunteer teams of 50+ weekly responsible for all Production, Design, Video and Podcast content.
- Created over 50 podcasts a year, as well as the production of over 675 live events.
- Managed a team of designers, working cross functionally with key stakeholders.
- Responsible for a rebrand, including creating a new logo and aesthetic, launching it on all platforms.
- Ran an internship and developed young emerging design and production professionals.

The Grove Church | Marysville, WA

Media and Communications Pastor

Jul 2011 - Aug 2014

At The Grove Church, I gained expert design, video, and web production skills through a demanding workload. I led the marketing launch of iHeart, a multi-city volunteer initiative that earned recognition from the Mayor of Marysville. I played a pivotal role in shaping the organization's marketing strategies, which led to 400% growth during my tenure.

- Created a massive amount of content, responsible for all aspects of each production from start to finish with over 125 videos a year, 52 podcasts a year, and responsible for the production of over 921 live events.
- Oversaw all aspects of design, communications, signage, web, and stage environment.
- Managed multiple projects with complex stakeholders, rigid deadlines, and tight budgets.
- Executed for all email marketing campaigns, making data driven improvements and reporting analytics.
- Redesigned a new name and logo. Responsible for the redeployment on all channels including the building signage, wayfinding signage, website, podcast, marketing materials, social media and Google Maps.

Cedar Park Church | Bothell, WA

Publications Specialist

Feb 2009 - July 2011

At Cedar Park, I started in a part-time role and expanded its scope into a full-time, in-house design studio. I became trusted for all aspects of design, marketing, and communications, including graphics, collateral, publications, and web design. Once, I was brought in after the website was hacked. I built a replacement site from scratch in 26 hours.

- Delivered a wide range of print and digital assets, including brochures, flyers, newsletters, and presentations.
- Created an innovative live streaming site where users could watch messages, take notes, and contact staff.
- Managed website content updates and ensured consistent branding across all digital platforms.
- Collaborated with church leadership and ministry teams to understand communication needs and objectives.
- Tracked and analyzed the effectiveness of marketing campaigns and made data-driven improvements.

Clocktower Media | Kirkland, WA

Project Manager

Oct 2007 - May 2008

At Clocktower Media, I collaborated with clients as a Project Manager to plan and execute website development and design projects. My role involved gathering client requirements, translating those needs into detailed project specifications, and diligently tracking timelines to ensure on-time delivery.

- Assisted in the planning and execution of website development and design projects.
- Coordinated with clients to gather requirements and translate them into project specifications.
- Worked closely with designers and developers to ensure that project goals were met.
- Tracked timelines, ensured timely completion of deliverables, and provided regular updates on project progress.

Certifications:

- Google UX Design Certification (2025)
- Dare to Lead Certification (2020)

- Prosci Change Management Certification (2018)
- Previous StoryBrand Marketing Framework Certified Guide (2018)
- CompTIA Project+ Certification (2017)