

HENRY DANISCH

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WEBSITE & PORTFOLIO

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Check out my previous work by scanning the QR code or visiting the link below.

WWW.HENRYDANISCH.COM

PROFESSIONAL SUMMARY

Award-winning **Creative Director & Content Strategist**, educated at **Northwestern University**, with a passion for crafting stories that build an authentic audience. Over six years of experience developing narrative-driven campaigns across sports, esports, and youth culture — turning brand missions into experiences that fans feel, share, and remember. Skilled in content origination, media marketing, influencer strategy, and cross-functional leadership from *ideation through execution*. Collaborated with global brands and personalities including **Adidas, Spoit, US Open, Hummel, Jeep, Chicago Fire**, leading campaigns that bridged competition and creativity while earning international recognition for originality and impact.

SKILLS

- **Content Strategy & Narrative Development**
Designs full storytelling frameworks that connect brand purpose to audience emotions.
- **Campaign Origination & Creative Direction**
Leads concept development and execution of cinematic, social, and live content experiences.
- **Videography, Photography & Visual Production**
Hands-on experience across filming, lighting, editing, and post-production workflows.
- **Coaching & Team Leadership**
Blends creative and athletic leadership experience to mentor individuals and build cohesive teams. Experienced in motivating players and creatives alike.
- **Talent & Influencer Partnerships**
Develops creator-led storytelling. Fostering an authentic fanbase for a wide-range of personalities.
- **Media Co-Creation & Distribution Strategy**
Aligns partners and stakeholders to turn a collective shared vision into content to be proud of.
- **Program Management & Cross-Functional Leadership**
Oversees entire campaign lifecycles from pitch through launch, aligning creative, production, and client teams to deliver seamless execution.

WORK HISTORY

Creative Producer / Spoit - YouTube Influencer - Austin, TX

- Partnered with leading YouTube creator Spoit (**1.25M Subscribers**) to produce high-retention gaming content across long-form and short-form formats.
- Led filming, editing, and packaging optimized for YouTube performance and cross-platform distribution.
- Collaborated with multiple influencers to create engaging video concepts, livestreams and scripts.

Content Producer / US Open Tennis Championships - New York, NY

- Produced social and digital content for athletes including **Carlos Alcaraz, Coco Gauff**,

and **Alexander Bublik**.

- Delivered multi-format assets for sponsors, press, and brand channels, boosting cultural relevance during high click moments.
- Collaborated with event staff and athlete reps to align on-site activations with fan engagement goals.
- Managed high-pressure production workflows, balancing **tight turnaround times** with quality output across multiple stakeholders.

Content Producer / IMG Academy - Sarasota, FL

- Designed and executed **youth-targeted campaigns** for premier athletic and academic programs, driving enrollment and awareness.
- Produced content optimized for **Instagram, X, and YouTube**, strengthening fan and parent community engagement.
- Balanced sports, lifestyle, and education narratives to **position IMG as a leading global brand** in youth sport and education development.

Creative Director / M80 - Austin, TX

- **Awarded:** Best Team Content — Esports World Cup 2022
- Built and managed collaborations with Adidas, Lacoste, Zowie, Wooting, delivering fan-first activations and retail tie-ins.
- Oversaw influencer/creator partnerships, integrating cultural voices into digital storytelling.
- Led and mentored creative staff, providing direction and feedback to ensure consistent campaign quality..

Creative Director / Astralis Group - Copenhagen, Denmark

- **Nominated:** Best Original Content — Esports North America2020
- Led total creative strategy development for multimedia campaigns, enhancing brand visibility and engagement on multiple platforms.
- Developed **international** marketing campaigns with Hummel, Kia, and Logitech, positioning Astralis as more than just an esports team.
- Directed **cross-platform storytelling** to engage sports and lifestyle audiences, building cultural cachet and brand affinity.

Team Manager / Chicago Fire FC - Chicago, IL

- Coordinated **day-to-day operations and activations** for Chicago Fire Academy (U14–U16), including trainings, team meetings, and communication flow.
- Supported **fan engagement and grassroots initiatives**, strengthening the academy's connection to the broader Chicago soccer community.
- Collaborated with coaching staff and front office to ensure **program alignment with organizational goals**.
- Contributed to in-game and event-day logistics, providing hands-on execution in a professional sports environment.

Student Ambassador / Northwestern University - Evanston, IL

- Serve as a representative of Northwestern's School of Professional Studies, providing prospective students with authentic insight into academic and community life.
- Conduct one-on-one calls and email conversations to discuss program experience, course structure, and student culture.

- Contribute to marketing content for SPS channels, including video testimonials and written reflections highlighting the student perspective.

EDUCATION

Northwestern University - Chicago Illinois

Bachelor of Arts: Enterprise Leadership | Communications