

Daniel Mamut

CREATIVE STRATEGIST | RESEARCH COMMUNICATION | CONTENT SYSTEMS | AI-ENABLED CREATIVE OPERATIONS

Creative strategist with 9+ years across broadcast news, enterprise UX research, and independent consulting. Career spans ABC News/Good Morning America, AnswerLab (clients: Meta, Google, LinkedIn), and a self-run consulting practice built intentionally after leaving broadcast in 2019. The work sits at the intersection of strategy, research communication, content systems, and execution. AI-assisted workflows are built into the process throughout, not added at the end.

PROFESSIONAL EXPERIENCE

Research Communication Strategist , AnswerLab, Remote

05/2022 – 03/2024

- Translated UX research findings into executive-ready reports for Meta, Google, and LinkedIn. Research adoption improved across product and strategy teams, and stakeholder review cycles were shortened by roughly 25%.
- Built reusable reporting frameworks and data visualization templates that cut recurring deliverable production time by 20-30%. The research team scaled output without adding headcount.
- Worked cross-functionally with UX researchers, product strategists, and senior stakeholders across 15+ enterprise engagements to make research findings useful to people who were not in the room when the research happened.
- Developed design libraries and standardized visual systems used across all client deliverables. New hires are onboarded faster. Output got more consistent across engagements.
- Made complex behavioral research legible for non-technical executives at Fortune 500 companies, producing information design assets that fed directly into product decisions.

Independent Creative Strategist, Daniel Mamut Strategy, New York, NY

09/2019 – Present

- Led content strategy and creative production for media and consumer brand clients across TikTok, Instagram, Facebook, and X. Engagement grew up to 50% by repositioning content strategy and tightening audience targeting.
- Built creative workflows and cross-platform asset systems from scratch, reducing production turnaround by about 30%. Clients got faster output without losing brand consistency.
- Integrated AI tools such as ChatGPT and Claude into ideation, brief development, and production workflows. Strategy-to-execution cycles got shorter; iteration got faster whenever campaigns needed to pivot mid-flight.
- Ran multiple client accounts simultaneously as a one-person operation, managing strategy, production, and stakeholder communication end-to-end.
- Produced advertiser-facing decks and campaign presentations that shortened approval timelines and cut revision rounds across concurrent engagements.

Content Strategist & Motion Designer, Disney ABC News Digital, New York, NY

06/2017 – 09/2019

- Produced daily motion graphics and animated video for Good Morning America across broadcast, Facebook Watch, and YouTube. High-volume output under breaking-news deadlines, consistently delivered across a two-year run.
- Helped restructure visual storytelling, pacing, and production workflows for the Facebook Watch series OnLocation. Audience grew roughly 10x during the engagement. Viewer retention improved significantly during a period of rapid platform expansion.
- Cut average animation production turnaround by about 50% by overhauling recurring workflows. Quality and publishing speed were maintained.
- Collaborated with producers, editors, and social teams on platform-native content. The work contributed to the growth of ABC News's digital audience during the years when every major broadcaster was still figuring out social video.

Production Assistant, Akkaya Films, New York, NY

01/2019 – 07/2019

- Developed pitch materials and research for streaming proposals targeting Netflix, sharpening the strategic framing of creative concepts for platform and investor stakeholders.
- Assisted with production scheduling, budgeting, and communication across active film projects during development cycles.

TECHNICAL SKILLS

- Strategy:** Creative Strategy, Content Strategy, Communication Design, Brand Strategy, Growth Marketing, Product Marketing, Consumer Insights, Audience Insights
- Communication:** Executive Presentations, Stakeholder Alignment, Research Communication, Cross-Functional Collaboration, Data Visualization, Narrative Architecture
- Operations:** Creative Operations, Content Systems, Scalable Workflows, Platform-Native Content, Performance Creative, AI-Assisted Workflows
- Digital:** Digital Marketing, Social Media Strategy, Short-Form Video, Multi-Channel Campaign Development

TOOLS & TECHNOLOGIES

Figma • Adobe Creative Suite (Premiere Pro, After Effects, Photoshop, Illustrator, InDesign) • ChatGPT • Claude • Generative AI Tools • Notion • Airtable • FigJam • Google Analytics • Google Workspace • PowerPoint • Excel

CERTIFICATIONS

LinkedIn Learning: Generative AI: Introduction to Large Language Models, Prompt Engineering and AI Agents with ChatGPT, Using Generative AI Across the Marketing Lifecycle, Rapid Idea Generation Using AI, and Fundamentals of Digital Marketing

EDUCATION

School of Visual Arts | Bachelor of Fine Arts in Computer Art, Animation, and Visual Effects 2018
Concentration in Motion and Communication Design Systems

New York, NY