



Daniel Caple • 312.972.2705 • [www.dancaple.com](http://www.dancaple.com) • [danielcaple@gmail.com](mailto:danielcaple@gmail.com)

A hardworking individual with a breadth of talent, creativity, experience, and passion, who takes pride in having a vigorous work ethic, comprehensive problem solving skills, meticulous attention to detail, and natural leadership capabilities.

## EXPERIENCE

### **Assistant Tour Manager / Logistics Coordinator • Pierce Promotions • National Tour | 12/09 - 12/10**

Played an integral role in the execution of the *Adventure Base 100 Tour* (AB100) for the Boy Scouts of America, the largest and longest nationwide mobile tour of its kind. Worked on a team of five, traveling to key markets across the country to celebrate the 100th Anniversary of Scouting. Led the construction and safety supervision of the main attraction at AB100—a mobile ropes course. Responsible for the setup, execution, and breakdown of a 10,000 sq. ft. event site, including a 1,000 sq. ft. state-of-the-art mobile museum, a one-ton solar powered charging station, a 15 x 30 ft. metal entryway and several other key elements. Provided weekly detailed reports to both the agency and client, including qualitative and quantitative information and key learnings. Conceived with client executives to creatively entice and incentivize participation throughout the tour's duration.

### **Production Artist • Oak Street Design Corporation • Chicago, IL | 04/09 - 11/09**

Built Oak Street Design's unique design concepts to engage customers and build brand awareness and shopper appeal. Designed and built exhibit displays ranging from window installations to large-scale outdoor concert set designs. Created and fabricated off-site specific displays for clients such as Best Buy, O'Hare Airport, and Northbridge Mall. Developed a compelling visual story using color theory tactics to create custom color groups and concepts. Strategically planned the design and build outs, taking into account space, customer, and client objectives, as well as, brand identity.

### **Venue Manager • SharpShooter Imaging LLC • Chicago, IL | 03/04 - 08/09**

Hired, trained, and supervised a staff of up to thirty photographers (per venue), sales associates, and lab technicians at locations across the Midwest—including main venue—Chicago's number one tourist attraction, Navy Pier. Captured and designed intriguing backgrounds, templates, and graphics to drive sales at numerous venues. Monitored and deposited more than \$750,000 dollars annually to ensure accurate accounting and bookkeeping. Managed and enhanced creative content for additional venues including the Sears Tower, Shoreline Sightseeing, Cirque Shanghai, Spirit of Chicago, Chicago Bulls, and several other prominent venues and properties. Organized and led employee meetings and provided unique incentives to improve moral and productivity.

## FREELANCE/RECOGNITION

### **Graphic Design & Fine Arts**

Designer and drafter for multiple U.S. Patent Drawings - *BottleHeadz 2010*

Company identity and branding – logo, design guide, presentation materials, business cards, letterhead - *Various Companies*

Conceptualized and designed for PayPal / BillMeLater experiential marketing event - *Relay Worldwide*

Paintings featured and sold in art galleries in the Chicago area

Commissioned muralist for several children's rooms, playrooms, schools and Chicago restaurants

### **Experiential Marketing**

Brand Ambassador for the Strength and Action Tour, United States Army - *Momentum, 2010*

Developed and designed event concepts and custom POP displays for a national MLS partnership - *Dazadi, 2009*

### **Photography**

Published photographer

*Time Out magazine, September 2004*

*Where Chicago Magazine, August 2007*

Photographer for numerous corporate events, hotels, benefits, weddings, and concerts

### **Volunteer Work**

Art Teacher at local Chicago elementary schools

Donated photographic prints to Chicago Philanthropic event - *NorthShore HealthSystems, 2009*

Habitat for Humanity volunteer, 2006

### **Computer Skills**

Proficient in Photoshop, Illustrator, InDesign, Microsoft Office, Darkroom Pro