

DAN CARRO

EXECUTIVE CREATIVE DIRECTOR

CONTACT

- 407.694.4583
- carrocreative23@gmail.com
- CarroCreative.com
- Orlando, FL

SKILLS

- Creative Direction
- Creative Concept Development
- Attraction Design
- Events & Entertainment Advertising
- Creative Team Management
- Creative Production
- Visual Communications
- Commercial Production
- Voice Over Artist

FREELANCE WORK

- Chik-Fil-A • Gatorland •
- Spooky Empire •
- A Petrified Forest • Shallow Grave •
- Ripley's Believe It or Not •
- 300 Entertainment • Dark Hour •
- Pirates at Triangle's End •
- Fear Asylum •
- Lock Busters Mind Quest •
- Hero League Escape Room •

EDUCATION

- Cinematic Film Studies
- Valencia College**
- High School Diploma
- Winter Park High School**

MEET DAN

Dan Carro is a true maestro of creativity that knows no bounds. From production within the vast realm of modern day advertising to immersive, intuitive attraction design, Dan's creative prowess is truly unmatched. Dan Carro's professional expertise and versatility allow him to navigate both digital and non-digital paths when designing for brands and events within the ever-evolving attractions industry. With an extreme commitment to excellence, Dan cultivates no-holds-barred, blue sky ideas into tangible, unforgettable experiences that resonate with the demanding consumers of today.

PROFESSIONAL EXPERIENCE

Founder & Creative Director

2011 - Present

Carro Creative

- Lead a talented creative production team while directing and overseeing the development of high-impact creative projects from concept to completion.
- Responsible for coordinating with clients, consulting, conducting pitch presentations, and managing budgets.
- Ensure each step of the creative process is executed with precision while adhering to rulesets dictated by a supreme respect for branding and design.
- Maintaining a clear vision of where client needs meet the plan and process required to achieve very specific creative goals.
- Continuously striving to stay ahead of trends, and keeping informed on any new technologies that may come along that could contribute and streamline efforts to maintain efficiency and style.

Creative Director

2016 - Present

Gatorland

- Direct end-to-end efforts to create promotional materials from print or website to social media platforms, where we plan to engage with and target audiences.
- Leverage artistic capabilities to design, spearhead, and conduct photoshoots while assuring top-quality images to improve and enhance the company's credibility and awareness within the public eye.
- Outline concepts for the social media team for digital and print campaigns designed to achieve specifically targeted goals.
- Render best-in-class service while executing branding strategies, advertising campaigns, and constant innovations in creativity park wide.
- Responsible for all creative direction for many multi-million projects such as the "Stomping Gator Off-Road Adventure."
- Created "Gators, Ghosts, and Goblins" — a fan-favorite Halloween event.
- Currently oversee all aspects of any set design, costume production, attraction design, and the multi-faceted advertising campaigns that follow.

Creative Director

2017 - 2018

Traumatica, Europa Park

- Designed original concepts for the world of Traumatica — This includes base storyline and a 3-year plan for the multi-year event. Designed icon characters, wrote storylines, illustrated concept art for sets, as well as logos used by the event.
- Conducted professional scare actor training, and consulted on advertising campaigns as well as merchandising design and planning.
- Worked directly with the talented team at Europa to ensure Traumatica projects were executed with precision and finesse.

DAN CARRO

EXECUTIVE CREATIVE DIRECTOR

CONTACT

- 407.694.4583
- carrocreative23@gmail.com
- CarroCreative.com
- Orlando, FL

EXPERTISE

- Expert Level Proficiency in Adobe's Creative Suite Collection
- Ad Campaign Management for Multi-Million Dollar Projects
- Designing & Executing Creative Presentations
- Confident in Shaping & Upholding Brand Identity Standards
- Professional & Exceptional Communication Skills
- Deep Understanding of Complex Virtual Content Landscapes, such as Social Media
- Conscientious & Firm Leadership with an Extreme Focus on Team Building & Retention
- Navigating Fast-Paced Environments
- Dedication to Excellence & Precision
- Unwavering Follow-Through

REFERENCES

Rob Cametti – Universal Studios, Florida

- 407.832.0887
- robert.cametti@universolorlando.com

Jakob Wall – IAPPA

- 689.242.1614
- jakob@iappa.com

KEY ACCOMPLISHMENTS

Media Coverage & Community Recognition

Orlando Weekly – "Thirty Years of Haunting" | October 11th, 2023

- Featured in **Orlando Weekly** regarding horror and event entertainment experience beginning with a look back to the 90's.
- Article highlights many attractions both nationwide and globally that have featured work by Dan Carro and his team.

Inside the Magic – featured interview | October 2017

- Inside the Magic** conducted and published an exclusive interview regarding *Legends, A Haunting at Old Town*.

Awards & Accolades

- 2nd Place – **Best Graphic Designer** / Visual Artist – **Orlando Weekly** 2023
- Best New Theme Park Attraction** for "Social Distancing Skunk Ape" – **Best of Orlando** 2020
- Best Overseas Scare Event** for "Traumatica" – **Scarecon** 2016
- Showest Award** for "Gatorland Orlando" – **Hollywood Reporter** Various

Nationally Advertised Projects

Busch Gardens – Williamsburg, VA - "Darkoaster" 2023

- Illustrated concept art, design, and creative direction for various effects, scenes, and assets for the attraction.
- Consulted on queue line alterations to incorporate a new story and theme for the project.

SeaWorld – Orlando, FL - "Howl-O-Scream" 2023

- Planned, consulted, sourced, and developed a brand new haunted house attraction for the event.
- Worked alongside Pineapple Agency for this attraction.

Gatorland – Orlando, FL - "Gators Ghosts & Goblins" 2019 - Present

- Developed, designed, and created the fan-favorite, family friendly Halloween event for Gatorland.
- This event has grown in attendance yearly and has quadrupled the normal fall season attendance for Gatorland as an attraction.

PROFESSIONAL PURPOSE

To work alongside talented, forward thinking people that want to have a hand in the creation of incredible, immersive entertainment that has a profound impact on the attraction & amusement park guests of today.