Dan Loris



AI strategy, creative direction & practical systems.

I connect business, design, and technology to make work better. My background spans advertising, product development, and the systems that help teams put ideas into practice.

EXPERIENCE

Razorfish / Nov 2023 - present

Product & Media Operations Supervisor

Lead media operations and co-lead the AI Council. Build Smartsheet systems for campaign planning, lifecycle tracking, and reporting. Develop AI-enabled workflows, training, and onboarding resources that help teams put new ways of working into practice.

Plego / Jan 2020 - present

Creative Director & AI Specialist

Creative direction and AI consulting, connecting design, business thinking, and emerging technology.

Independent consulting / Dec 2019 - present

AI, Brand & Design Consultant

Advise on brand strategy, websites, marketing operations, and AI-enabled workflows. Build CRM systems and customer journeys. Guide creative teams and develop the materials businesses need to explain, market, and grow their work.

Skipify.ai / Jul 2022 - Dec 2025

Co-founder & Marketing Director

Led product direction, user experience, and marketing for a real estate data platform. Connected search and skip-tracing workflows with growth programs across SEO, email, and partnerships.

Publicis Sapient / Aug 2018 - Dec 2019

Account Coordinator. Onsite advertising campaigns, client communication, reporting, and team training.

Minnotank / Oct 2017 - Jul 2018

Digital Marketing Specialist. Pitch decks and marketing for startups; managed a team of student interns.

FOCUS

Applied AI & automation
Creative direction
Brand strategy
CRM & data workflows
Product direction & UX
Team learning & adoption

SELECTED TOOLS

OpenAI · Anthropic
Gemini · n8n · Replit
HubSpot · Salesforce
Smartsheet · Tableau
Figma · Adobe · Canva

EDUCATION

DePaul University
BA, Advertising & Public Relations
Minor, Digital Cinema
2018 · Summa cum laude

College of DuPage
AA, General Studies
2016