

Daniel Duke

hello@danielduke.me

+44 07429568464

www.danielduke.me



I'm an experienced marketing leader, currently working as head of content at Craft, where I lead brand and product messaging, and content marketing. Before that I was marketing lead at Detail — an early stage video start-up, content lead at 1Password — the world's favourite password manager, and head of marketing at Sketch — the first dedicated digital design tool. I'm a trained journalist with more than ten years experience working as a designer across print, digital, and UX. I've helped scrappy start-ups and billion dollar platforms understand the importance of effective communication and a consistent voice in building their product and brand.

Experience

Head of Content at Craft

May 2023 - Present

I'm currently head of content at Craft where I'm establishing brand messaging, tone of voice, and the content machine. Most recently I'm delivering a full rebrand across web and digital channels.

Marketing Lead at Detail

Sep 2021 - April 2023

I led marketing at an early stage, creator-focused startup. I worked with the founders to establish brand messaging, voice/tone, and content strategy. I was responsible for guiding product positioning and market research as we moved towards product-market fit.

Content Lead at 1Password

Feb 2020 - Sep 2021

After initially joining 1Password as a contractor, I was asked to grow and manage the content team. I expanded the team to nine writers and was responsible for managing all of their work. I led messaging and content efforts across product, brand, and web, as well as contributing to the success of integrated marketing initiatives.

Head of Marketing at Sketch

Jul 2017 - Dec 2019

I joined Sketch as their first ever marketing hire. As head of marketing I led marketing, content strategy, and partnerships efforts. This involved overseeing the creation of cross-platform marketing campaigns and product launches, developing content for web, blog posts, social media and newsletters. I developed and documented Sketch's tone and voice, hired the marketing and community teams and built the marketing function from scratch.

Education

Bournemouth University

2008-2011

BA (Hons) Multi-media Journalism

Grade 2:1. Multi-disciplinary course covering web and print journalism, audio and video production, research, theory, law, and politics.

Skills

- Marketing strategy
- Product marketing
- Content marketing
- Content strategy
- Managing projects
- Leading teams
- Growing teams
- Brand design
- Creative direction
- Video/audio production
- Web design
- PR

Other experience

I'm a professional musician, singer, and songwriter. I've signed songs to labels including Sony/EMI, and my music has appeared in TV shows on major US networks like ABC and CBS.