

GRANT DAIGNAULT

SOCIAL MEDIA | CONTENT CREATION | PHOTOGRAPHY | BRAND MARKETING

Chicago, IL | grantdaignault@gmail.com | daignaultmedia.com

Creative marketing professional specializing in social media strategy, content creation, photography, and brand storytelling for hospitality and lifestyle brands. Experienced in developing digital campaigns, visual content, and promotional initiatives that drive engagement and strengthen brand identity across multiple platforms.

EDUCATION

Northern Michigan University

August 2016 - December 2020

College of Business

- Bachelor in Public Relations
- Minor in Art and Design

AREAS OF EXPERTISE

SOFTWARE

Social Media Management Creative Direction
Community Engagement Brand Storytelling
Content Creation Brand Strategy

Canva Pro Wix
Meta Suite Mailchimp
Adobe Lightroom CapCut

PROFESSIONAL EXPERIENCE

Doughboy Restaurant Group

October 2025 - Present

Social Media & Marketing Specialist

- Led social media strategy and digital marketing for multiple hospitality brands including Stan's Donuts and Labriola Restaurants
- Created branded photography, video content, graphics, and campaign assets across digital platforms
- Executed seasonal launches, grand openings, partnership campaigns, and promotional activations including Uber Eats partnerships
- Managed Instagram, Facebook, LinkedIn, email marketing, and website content to maintain brand consistency and audience engagement
- Collaborated with leadership and operations teams to strengthen brand identity and support business growth

Contrast Coffee Co.

June 2021 - February 2024

Creative Marketing Director

- Developed and executed monthly social media and content strategies, increasing audience growth by over 5,000 followers
- Designed marketing materials and merchandise campaigns that tripled merchandise sales
- Planned and promoted annual "Back-to-School" block parties with attendance exceeding 1,000 guests
- Managed advertising strategy and budget allocation across digital and print campaigns
- Led public relations outreach through radio, television, podcasts, and community partnerships