

A portrait of Daniela Mocan Vanderpoort, a woman with shoulder-length, wavy brown hair, wearing a blue sleeveless top with a zipper. She is smiling slightly and looking towards the camera. The background is a soft, out-of-focus grey.

DANIELA
MOCAN
VANDERPOORT

| Artist, Cultivator, Entrepreneur

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DANIELA MOCAN VANDERPOORT

Daniela is an award-winning branding and marketing professional committed to tailoring services to each client's unique needs. With a diverse clientele spanning international, national, and regional markets, her expertise extends across various industries, including real estate, cinematography, finance, faith-based organizations, and more.

Driven by a passion for excellence and collaboration, Daniela creates work representing each brand and profoundly influencing its audiences. Her adaptable and creative approach resonates with audiences, whether crafting digital experiences, designing captivating marketing materials, or impactful environmental graphics or public art for all to enjoy.

Daniela has made a significant impact in the real estate industry, focusing on California and the Pacific Northwest. She has collaborated on approximately 150 residential communities, ranging from affordable to multi-million dollar luxury developments, from infill to master-planned communities, leveraging over 25 years of industry experience. Her dedication and genuine love for her work shine through in every project.

EXPERIENCE

Mocan Communications, Inc. | President, Chief Creative Office, Owner | 2019 – Present

Co-founded and established Mocan Communications, an Orange County based creative agency specializing in branding, marketing, and advertising.

- Provide strategic direction and guidance for clients across diverse industries ranging from real estate to public art, tech start-ups, cinema, photography, finance, non-profit, and more.
- Create, oversee, and implement brand strategies, identity design, print and digital campaigns, and public art and outreach initiatives. My responsibilities span from the initial concept development to successful project completion, including budget management and performance measurement.
- Skillsets include team leadership and management, marketing and advertising, branding and identity development, print and digital design, website design, signage expertise, art direction, content creation, writing, social media management, photography, public art, outreach initiatives, and proficiency in fine arts such as watercolor and oil painting.

Placewright Design @ WHA | Principal | 2000 – 2019

Co-founded and established an award-winning full-service creative agency specializing in branding, marketing, and advertising within WHA, a leading California planning, architecture, and design firm. WHA was one of the largest companies of its kind, recognized for innovative place-making.

- Ground-up build of new branding and marketing agency with hall-of-Famer CEO and owner of WHA, Bill Hezmalhalch. This included strategic vision, staffing/team expansion, brand development, and positioning for leadership within the market and WHA's studios.
- Developed creative strategies and delivered innovative branding and marketing solutions, catering to clients large and small, international, national, and regional—in the real estate (residential, hospitality, retail, commercial, and more) to finance, research, food & beverage, faith-based, non-profit and more.
- Collaborated with clients to identify their unique goals and challenges, ensuring tailored solutions that exceeded expectations.
- Structured and led a multidisciplinary team of creatives, including designers, writers, photographers, and marketers, while fostering a culture of innovation, continuous learning, and collaboration.
- Led strategy, ideation, and execution for Placewright Design's clients and business development and promotional initiatives for WHA.
- Achieved the distinction of becoming the youngest individual in the company's history to progress from Associate to Senior Associate and ultimately to Principal.

William Hezmalhalch Architects, Inc. | Community Theming & Visioning | 1998 - 2000

Design and production of design guidelines, specific plan books, overall planning graphics, and visioning exhibits. Development of digital structure procedures and workflow.

William Hezmalhalch Architects, Inc. | Client Relations, Architectural Graphics | 1995 - 1997

Maintenance of project status, award submittals, graphical resources, and internal communication to staff. Pull presentation materials for the internal teams. Established procedures, filing, and organization systems. Trained and managed support staff. Illustration and colorization of architectural floor plans, elevations, street scenes, and planning graphics.

EDUCATION

Bachelor of Fine Arts, Graphic Design

Fullerton College . 1995 - 1998 . Dean's Honor List
California State University of Long Beach . 1998 - 1999
California State University of Fullerton . 1999 - 2002
California State University of Irvine . 2006 - 2007
Art Center College of Design . 2006

SOME CLIENT EXPERIENCE

Wilson Homes	Potomac Shores
Riverstone Development	MV Partners
The Olson Company	Ford Island, Oahu
BRIDGE Housing	Pinnacle Family of Companies, Worldwide
Bright Homes	Pacific Capital
Avenida Partners 55+	Blue Mountain Development
Kiper Homes	Tokina Cinema
TRI Pointe Homes	
William Lyon Homes	

ACCOLADES

The Nationals Sales & Marketing Awards

Gold Award, Logo Design | Abigail by Bridge Housing
Gold Award, Best Website for an Associate | Thompson Building
Materials Best Signage, Best Brochure, Beset Graphic Continuity, Best
Internet Marketing Campaign & Best Signage | Elev8ions by Wilson Homes

SoCal Awards

Winner, Best Website for an Associate | Thompson Building Materials
Finalist, Graphic Continuity | Element by DeNova Homes

Communicator Awards - Award of Distinction

Pinnacle Development Brochure, Calasera Logo Design, TEAC Logo Design

Davey Awards

Silver Award, Integrated Campaign | Element by DeNova Homes

OC Design Awards

Award of Excellence, Package Design | Marketplace Ministries Worldwide
Award of Excellence, Print Design | Marketplace Ministries Worldwide
Finalist, Graphic Continuity | Azulón at Mesa Verde, MV Partners

OTHER

Competition Judge

Participated as a judge for local and national art competitions including The Laurel Awards - Honoring the Best in Sales, Marketing and Design for the Northeast Florida Builders Association (NEFBA)

Languages

Bilingual in Romanian & English.
Studying Spanish, Latin, French, & Italian.

Interests & Passion

Lifelong learning, motherhood, interior design, travel & culture, history, health, & more.

Animal lover and supporter against animal cruelty.