Daniel Alas

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OBJECTIVE

I'm a highly motivated STEM student looking to fill a position at your company. I wish to use my strong desire to learn, data-analysis skills, and proven management success to assist with your upcoming challenges.

📍 Boulder, Colorado

🌐 www.danielalas.com

EDUCATION

2020 - 2023

<u>B.S. Neuroscience</u>

University of Colorado Boulder

2016- 2020

<u>High School</u>

*South Lake High School
Groveland, Florida*

KEY SKILLS

Adobe Suite (Ps, Pr, Ae, etc.)
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Ad Software (Google, FB, etc.)
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CRMs (Salesforce, Zendesk.)
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Videography / Photography
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English / Spanish
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ACTIVITIES

📖 Academia

🎞 Video Editing

📷 Photography

🖥 Web Design

PROFESSIONAL PROFILE

- Marketing Director and Founder with 4+ years of experience in digital entertainment and social media environments
- Worked directly and collaborated with a multitude of talent amassing millions of YouTube views and handled Ad campaigns for multiple "Fortune 500" brands
- Proven record in managing large-scale social media marketing campaigns that have consistently exceeded brand awareness and sales KPI's

PROFESSIONAL EXPERIENCE

2017 - 2020

Founder
Creative Artist Entertainment

- Recruited new talent with combined YouTube views into the hundreds of millions. <u>see talent roster</u>
- Negotiated contracts with artists and agencies, leading to sequential growth for 2+ years
- Managed digital marketing campaigns with multiple companies including Dashlane, Honey, NordVPN, and Squarespace <u>see case studies</u>
- Contracted and managed 3 partners

PROJECTS

Talent Roster & Case Studies – Roster contains some creators, who in partnership with their Agency, we collaborated with. Case Studies contains integrations we oversaw.

Talent Roster   Case Studies

Other Personal Projects

Slime Simulation   Website   Still Life Photography
coded, ran, edited   created   student film, edited, produced