



OBJECTIVE

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

Boulder, Colorado



[linkedin.com/in/daniel-alas](https://www.linkedin.com/in/daniel-alas)



EDUCATION

2020 - 2023

B.S. Neuroscience

University of Colorado Boulder

2016- 2020

High School

*South Lake High School
Groveland, Florida*

KEY SKILLS

Adobe Suite (Ps, Pr, Ae, etc.)



Ad Software (Google, FB, etc.)



CRMs (Salesforce, Zendesk.)



Videography / Photography



English / Spanish



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. [see talent roster](#)
- 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 [see case studies](#)
- 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 Related Work -

[Korean Music Video](#)

filmed, edited, produced

[Gaming Video](#)

assistant editor

[Instagram](#)

full control