

Danniel Merino

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EDUCATION

Associates of Arts Degree, Mathematics
Fullerton College, Fullerton, CA

Jun. 2020

SKILLS

- **Microsoft Office:** Word, Excel, Outlook, Power Point
- **G-Suite:** Drive, Docs, Sheets, Calendar, Slides, Forms, Admin
- **Programs/Software:** Adobe, Premier Pro, Canva, Zendesk, OBS, Nightbot, Streamlabs
- **Coursework:** Calculus, C++, Linear Algebra

EXPERIENCE

Operations Manager

Oct. 2020-Aug. 2023

Apex Services, Santa Ana, CA

- Analyzed strengths and competencies of team members to assign responsibilities resulting in a 20% increase in production
- Spearheaded multiple successful marketing campaigns resulting in a 15% increase in retention of consumers and a 12% increase in sales revenue
- Designed and implemented comprehensive workflows for front and backend departments, tailoring processes to ensure both easy accessibility and in-depth comprehension of individual account performance
- Managed inbound call by optimizing call volume and enhancing the interactive voice response system to accurately direct calls to appropriate departments
- Created the integration and deployment of third-party software during the onboarding process
- Generated excel spreadsheets to compute cost per acquisition spanning various marketing tools, while also formulating and presenting regular weekly and monthly profit and loss reports to communicate company performance to company leadership
- Implemented an efficient compliance call queue system using Google Forms and Google Sheets while concurrently producing performance report derived from collected Google Forms data to assess the sales team members achievements
- Contributed to plan development campaigns by preparing budgets, estimating program costs, and subsequently evaluate the cost-effectiveness of sales promotion initiatives through monitoring and analyzing results
- Managed sales team, including setting goals, providing incentives, and evaluating employee performance
- Appointed department heads or managers and assign or delegate responsibilities to them as needed
- Analyze operations to evaluate performance of a company or its staff in meeting objectives or to determine areas of potential cost reduction, program improvement, or policy change
- Produced corporate services and software
- Collaborated closely with the payroll department to ensure accurate disbursement of commissions and bonuses.
- Interpreted and explained policies, rules, regulations, or laws to organizations, corporate officials, or individuals.
- Resolved customer complaints regarding sales and service
- Monitored technological advancements and assess organizational technology requirements, offering recommendations for enhancement including hardware and software upgrades
- Delivered technical support to users and collaborated with relevant personnel to ensure seamless implementation and operation of new systems and procedures

Special Projects Manager

Apr. 2017-Oct. 2020

Paperback, Irvine, CA

- Lead a team of developers to build and improve the Customer Relations Management (CRM) system to optimize sales process resulting in a 15% increase in sales revenue

- Developed policies and procedures for the operational department, outlining step-by-step processes for roles, and formulated key performance indicators to assess the efficiency and success of individual team members
- Audited call recordings to ensure compliance
- Created dashboard to show daily, weekly, and monthly growth in number of clients and revenue in subscriptions
- Coordinated with the CEO, CFO, and SVP of Operations to generate reports and all other reporting requests
- Conducted investigations based on complaints to resolve complaints or violations of company policy or laws
- Conferred with department heads and staff to discuss topics such as contracts, selection of advertising media, or product to be advertised
- Tracked program budgets, expenses, and campaign response rates to evaluate each campaign, based on program objectives and industry norms
- Prepared and negotiated advertising and sales contracts, while also delivering presentation and product demonstration support during the introduction of new products and services to field staff and customers
- Coordinated with marketing team members, graphic artists, and other workers to develop and implement marketing programs
- Planned, coordinated, and implemented security measures to safeguard information in computer files against accidental or unauthorized damage, modification or disclosure
- Specified users and use access level for each database segment, and reviewed procedures in database management system manuals to implement changes to the database
- Identified, evaluated, and provided upper management with industry insights on database system trends, while recommending hardware and software technologies to optimize desired database performance
- Approved, scheduled, planned, and supervised the installation and testing of new products and improvements to computer systems, such as the installation of new databases
- Offered technical support to junior staff and clients, conducting thorough testing of programs or databases, rectifying errors, making essential notifications, and verifying changes to database applications or systems
- Collaborated with Web developers to create and operate internal and external Web sites, or to manage projects, such as e-marketing campaigns

Talent Director

Oct. 2015-Oct. 2021

2GGaming, La Mirada, CA

- Coordinated with production teams, stream runners, commentators, and staff for seamless event execution
- Managed equipment setup and dismantling, including streaming stations
- Oversaw Nintendo partnered events and collaborated with renowned organizers like Cloud9, Dreamhack, Redbull, and industry partners
- Provided technical support to the broadcast team and ensured smooth broadcasting
- Demonstrated commentary ad hosting skills while catering to a diverse audience
- Analyzed gameplay for both high and low-level viewership engagement
- Tested and modified database applications, correcting errors, and enhancing performance
- Implemented security measures to protect computer files from unauthorized access
- Evaluated changes to database systems and performed technical troubleshooting
- Directed personnel engaged in news, sports, and programming, ensuring adherence to guidelines.
- Monitored programming quality, schedule compliance, and rule adherence
- Reviewed program logs for accuracy and resolved discrepancies
- Developed promotions for current programs and established work schedules
- Served as a liaison between talent and directors, facilitating effective communication
- Conducted talent interviews and assessments for broadcast suitability
- Collaborated with directors, performers, and guests to ensure smooth operations
- Managed content selection, acquisition, and legal clearances for broadcast materials
- Operated and maintained audio equipment for on-air and production purposes
- Prepared content for broadcast, ensuring readiness and quality