

DANIEL HA

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EDUCATION

University of California, Berkeley
Intended Bachelor of Arts in Data Science
Minor in Industrial Engineering and Operations Research

Expected to Graduate May 2022

Coursework: Data Structures and Analysis, Introduction to Business (Marketing, Operations, and Finance), Introduction to City Planning, Statistics

PROFESSIONAL EXPERIENCE

ImagiCal

Media Planning — Consultant

Berkeley, CA

September 2018-Present

- Identified, evaluated, and reached out to potential regional and local partnerships for *PG&E* (Pacific Gas and Electric Company) to implement and market their Electric Vehicle (EV) Fleet project and installation of electric chargers throughout the Bay Area projected to start in the first quarter of 2019
- Researching customer responsiveness to various media vehicles in order to identify the best way to market *Wienerschnitzel* and increase sales
- Interacting and negotiating ideas with the Strategy, Creative, and Production teams to come up with a coherent plans book proposal for *Wienerschnitzel*
- Discussing hot weekly advertisements with the team identifying and analyzing strategies brands are using that could be incorporated into our projects

Innovative Design

Photographer in design club

Berkeley, CA

February 2019-Present

- Planning and execute photoshoots with UC Berkeley organizations to produce coherent content for the team (including headshots and event photography)
- Maintain strong communication with team leaders as well as clients in order to have a workflow that satisfied both sides and to minimize situations where clients were not being responsive to e-mails or suddenly changing requests/direction

SUPERB

Event Photographer

Berkeley, CA

February 2019-Present

- Capturing content for UC Berkeleys premier entertainment club bringing artists and comedians onto campus as well as hosting game nights and movie previews

Danny Ha Photography

Portrait, Editorial and Lifestyle photography

Gainesville, FL

January 2017-Present

- Created my own photography business starting to photograph classmates and marketed myself to start taking senior portraits and doing event photography
- Coordinate and direct photoshoots with local boutiques/shops as well as initiating collaborations with clothing brands through social media
- Marketing the business to the target base of college students/teenagers by holding seasonal giveaways on social media and constantly refreshing the website

PDQ (People Dedicated to Quality)

Front-of-house (FOH) Trainer — Cashier — Drive-Thru

Gainesville, FL

May 2016- August 2018

- Assisted customers in a fast-paced, million-dollar restaurant working fundraising events as well as assembling catering orders for businesses and sports teams
- Trained new employees in both opening and closing shifts for all Front-of-house positions after working for a year which included spending up to three days with the trainee making sure they understood everything in the companys booklet as well as eating with the trainee to answer any questions or concerns
- Refined time management skills working a photography business as well as balancing classes and assignments with 20+ hour work weeks and training

LEADERSHIP AND EXTRACURRICULARS

The Photographic Community

Founder — President

Gainesville, FL

August 2016- May 2018

- Developed and designed an outlet at my high school for those interested in photography by creating a group and platform for photographers to share and comment on each others work as well as practice shooting by planning monthly photo meet-ups in various local locations (Downtown area, parks)
- Increased membership to 50 by branding the club designing a logo, working with Always True Co. (a local t-shirt company) to design a trendy club t-shirt, stickers which were all coherent and promoted the club leading to work with other school clubs and faculty approaching the club to capture school events
- Organized Portraits for Everyonea pop up headshot/portrait service catering to both families and college students fusing fundraising and photographyfinding a location, obtaining volunteers, catering food/refreshments, and shooting sample images to use for advertisement and to display at the tables at the event
- Marketed the Portraits for Everyone event by designing and distributing posters throughout local restaurants/shops, emailing students at my high school, and creating a Facebook event page which was updated along the way including a countdown a week before the event featuring various portraits for each post
- Appointed a committee before leaving for college to continue executing my goals and clearly communicated my visions for the future of the club

Theta Delta Chi (Delta Deuteron Charge)

September 2018-Present

Berkeley, CA

- Prepared and helped plan philanthropy events for Spectrum: Autism at Cal including the 2018 Fall Pumpkin Patch as well as House of Horrors by setting up and decorating for the events, cleaning up, and working shifts during the events

Eastside Striders (branch of Making Strides of Gainesville)

Historian — Event Manager

Gainesville, FL

August 2014- October 2018

- Assisted in the preparation for the annual Gainesville Downtown Breast Cancer Walk including crafting the balloon arch start line and setting up tents and tables
- Supervised the preparation of the room for the Survivors Brunch event which included the making and placement of decorations throughout the room and managing the layout of the conference room including the placement of a raffle prize table, photo backdrop, speaker table, and the dining tables for the survivors

SKILLS AND INTEREST

Technical: Some experience working with Python; Proficient in MS Office Suite; Effective internet and social media research skills; able to work with both Mac and PC platforms; Adobe Photoshop and Lightroom; Some skill in Adobe Illustrator and Premiere Pro; learning to use LaTeX, GitHub, and Pandas

Languages: Fluent in Korean; Elementary level French

Interests: Watching random documentaries on city planning, cars, and crime; trying out new coffee shops; spontaneous late night drives and blasting music

SUMMARY OF QUALIFICATIONS

- Professional experience in the creative business industry as both a creator (interacting with customers) and a marketer in the industry (assessing customers)
- Strong background of working as a team alongside coworkers in both a creative setting working in a media team and customer-oriented at the restaurant
- Experience in advertising, design, social media marketing, branding and identifying and reaching out to potential partners