

Daniel Thompson

Brand Specialist at Vita Coco | Penn State'22
United States · [Contact Info](#)



About

Hey there! Though a fresh graduate of Penn State, I'm passionate about understanding consumer needs, crafting creative marketing campaign strategies and building inspiring brand personalities and products. I'm always on the lookout for new challenges and I'm excited to collaborate with like-minded individuals to bring bold ideas to life!

Experience



Brand Specialist

Vita Coco

Feb 2023 - Present · 1 yr 5 mos

- Built and presented cross-functional campaign strategy for Curtis Waters' album release across commerce, digital marketing, international marketing, sync licensing, public relations and brand partnership; resulted in playlist and cover features such as Spotify's 'Anti Pop' playlist (700K+ followers) and PR and social support from media and DSPs
- Utilized fanbase analytics and streaming data to assess a prospective new artist and presented a strategic marketing campaign for potential signing
- Prioritized and pitched upcoming releases to DSPs like Spotify, resulting in successful playlist and program placement
- Identified new opportunities for growth in streaming strategy by analyzing KPIs and utilizing data tools like Tableau

Education



[Penn State University](#)

Bachelor of Science, Marketing

2018 - 2022