Daniel Gale-Rosen

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EXPERIENCE

Participant, Recurse Center — *January 2022 - March 2022*
- Transitioned from marketing into development by attending a self-directed educational retreat.
- Completed the Full Stack Open curriculum, as well as working on many projects in JavaScript, Python, R, and other languages, including bug-fixing in the Recurse presentations webapp, data manipulation using pandas, and creating bots for a collaborative digital art piece.
- Selected Projects:
  - Pop Market - An interface for betting on the success of songs in Spotify's Global Top 50 playlist. Players log in and are able to buy or sell songs at prices determined by their place on the playlist for that day. Uses Spotify's API for OAuth and pulling the song lists. It stores encrypted user information as a cookie to allow for easy access. Built with React / Redux on the front end (styled with Bootstrap) and Node.js / Express on the back end. The data is stored in MongoDB, accessed via Mongoose.
  - Nailspiration - Using React and Node.js, this tool provides inspiration from across the web for creating new nail art. The app uses the Unsplash API, the Smithsonian's Open Access API, and web scraping to provide the necessary random assets.

Blackwood Strategic Consulting, Founder — *February 2016 - Present*
- Develop, pitch, and execute integrated digital campaigns for clients in Technology and Entertainment industries such as Disney, resulting in surpassing expected KPIs by improving digital and social presences.
- Plan, automate, and optimize ongoing paid social campaigns, resulting in 25% - 50% CPA decreases

Director of Marketing, Alley — *March 2017 - December 2021*
- Used Scrum to lead marketing for a global development agency supporting major media and nonprofit clients.
- Responsible for all website development from 2018 to when I left the position.
- Created Python apps using the HubSpot API to provide custom sales and marketing metrics.

Strategic Services Director, HYFN — *November 2014 - February 2016*
- Led the digital account team aimed to achieve client goals, increase efficiency, and lower costs while both establishing creative strategic plans for accounts in all verticals and directing social media content development.

Manager, Brand Strategy, theAudience — *December 2013 - November 2014*
- Built Python web-scraping tools to automate influencer research, saving hundreds of hours across the company.

Social Media Specialist / Production Coordinator, TVGIa — *September 2011 - November 2013*

ADDITIONAL WORK

Quicktionary – http://dangrous.pythonanywhere.com/
A sandbox app for playing voting/guessing games such as Dictionary and the Game of Things online.
- Built with a Python back end (Flask, peewee) accessing a JSON database
- JavaScript front end (React, Bootstrap)

EDUCATION

Quantic School of Business and Technology – Washington, D.C.
Master of Business Administration, September 2016

Harvard College – Cambridge, Massachusetts
Bachelor of Arts, Honors, History and Science, May 2010