

DANIEL SHEETZ

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EDUCATION

University of Southern California

May 2019

Bachelor of Science in Arts, Technology and the Business of Innovation

GPA: 3.56/4.00

- Joined the 2nd class of the Iovine & Young Academy, an interdisciplinary major founded by Dr. Dre and Jimmy Iovine
- Relevant courses: Design Consulting, Disruptive Innovation, Case Studies in Innovation, Rapid Visualization, Interactive Marketing, Business Communication, Interpersonal Competence & Influence

PROFESSIONAL EXPERIENCE

Creative Artists Agency (CAA)

Jun 2018 – Aug 2018

Business Development / Venture Capital Intern

Los Angeles, CA

- Developed an actionable marketing strategy for a cognitive supplement incubation expected to launch in 2018
- Analyzed the landscape of the coworking industry to provide pricing strategy for a shared real estate incubation
- Performed financial analysis to dictate fundraising requirement and cost projections for the shared real estate incubation
- Researched the VC industry in California and created a categorized database of every fund in the LA/SF markets
- Analyzed 10+ VC investment opportunities and engaged in pitch meetings with entrepreneurs, providing feedback, diligence and recommendations for CAA executives on a weekly basis

Wasserman

Aug 2017 – May 2018

Athlete Marketing Intern

Los Angeles, CA

- Researched regional endorsement markets and created a database of 500+ potential sponsorship partners
- Communicated with all potential partners to establish marketing deals for high-profile NBA and MLB clients
- Generated 50+ warm leads and led communication with prospective partners alongside the VP of Marketing
- Accepted a 4-month internship extension after the Fall and took on an expanded sales role through Spring semester

Adobe

Aug 2017 – May 2018

Strategy Consultant -- Project

Los Angeles, CA

- Created strategies for Adobe Education to integrate Adobe Creative Cloud into K-12 curricula in the US
- Conducted primary quantitative and qualitative market research, analyzing data to develop problem statements
- Delivered comprehensive research profiling use cases and needs of Creative Cloud's target segment in education
- Delivered high-fidelity wireframes for a proposed redesign of Adobe's design network, Behance
- Presented to Adobe Education executives bi-monthly on process, problems, solutions and deliverables

LEADERSHIP EXPERIENCE

USC Marshall Venture Fund

Aug 2018 – Present

Student Venture Capital Analyst

Los Angeles, CA

- Joined the first analyst class of the USC VC fund which invests in early-stage student / alumni founded companies
- Developed growth strategies for portfolio companies and connected founders to the USC entrepreneurial community
- Analyzed VC investment opportunities, performed diligence and engaged in pitch meetings with entrepreneurs

Beta Theta Pi Fraternity

Aug 2015 - Present

Vice President, New Member Chairman, Design Chairman, Executive Board

Los Angeles, CA

- Led internal operations of the fraternity and ran judiciary processes, event planning and membership relations
- Worked with the president and executive board to manage the chapter's 100+ members and \$400,000+ budget
- Achieved 41% growth in fraternity membership over 2.5 years as part of the chapter's leadership

USC Association of Innovative Marketing

Aug 2017 – Dec 2017

Marketing Consultant, Team Lead

Los Angeles, CA

- Provided strategic recommendations for the AR/VR community and coworking space UPLOAD VR
- Designed in-depth ambassador strategy and implementation plan that detailed costs, recruiting and marketing
- Created a digital marketing strategy leading to a 265% growth in YouTube subscribers over the next year

SKILLS & INTERESTS

Skills – Adobe Creative Suite, HTML / CSS, Javascript, SQL, Sales & Marketing Strategy, Microsoft Office Suite

Interests – Boston sports, Hip-hop/R&B music, Quentin Tarantino movies, The Netherlands, Photography, Cooking, Eating