**Daniel DeMoney**

(408) 444-3650 • [dandemoney@gmail.com](mailto:dandemoney@gmail.com) • Pomona, California 91768

**EXPERIENCE**

**California Polytechnic Pomona, Consumer Insights Consultancy Pomona, CA**

*Consultant Aug 2022 – May 2023*

* Collaborating with a small group of motivated students and faculty to create and execute a marketing research initiative to help a multi-million-dollar client increase profits.
* Successfully prepared a research design to conduct market research on the client’s market.
* Using machine learning techniques with R to gain insight from over a decade of transaction data.

**Coherent (formerly Finisar/II-VI) San Jose, CA**

*Sales Intern May 2022 – Aug 2022*

* Worked closely with Sales Managers, Product Line Managers, and Senior VPs to execute deliverables on deals worth upwards of $10 million.
* Helped lead an initiative to tabulate excess inventory into a database and sell pieces to brokers, netting over $1 million in revenue.
* Created monthly forecasts using Demantra.
* Conducted daily cold calls to prospect new clients.
* Organized sales cycle data within Salesforce.

**California Polytechnic Pomona, Project Hatchery, Team Apollo Pomona, CA**

*Sales Lead Aug 2021 – May 2022*

* Cofounded a team to develop and market a wearable blood pressure measurement device.
* Helped allocate a $4,000 budget, develop project timelines, and program Bluetooth software for the prototype.

**Office Depot Los Gatos, CA**

*Sales Specialist Aug 2020 – May 2021*

* Promoted to Sales Specialist from Sales Advisor within 2 months as a result of exceeding my quotas.
* Gained experience selling and knowledge of Epson, Hp, Dell, and Microsoft products.
* Oversaw the sales of laptops and desktop computers and increased tech bundle sales by 30%.
* Lead the store in loyalty account signups for 6 months straight.

**EDUCATION**

**California Polytechnic Pomona Pomona, CA**

B.S. Business Marketing *May 2023*

**REFERENCES**

**Andres Gomez**

* Coherent, Former Account Manager
* (919) 943-8223, [andres1.gomez@intel.com](mailto:andres1.gomez@intel.com)

**Stephen Cash**

* Coherent, Former Account Manager
* (408) 813-8629, [stephen.cash@gmail.com](mailto:stephen.cash@gmail.com)