DANIEL HERON

ALBUQUERQUE, NEW MEXICO

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I am self driven professional who builds business relationships and communities. I am looking to join initiatives that are impacting the future of education, technology, and cultural understanding.

HIGHLIGHTED SKILLS

Human Languages: Fluent Spanish, Fluent Portuguese, Native English, Basic Arabic

Computer Languages: Kotlin, XML, Git, HTML, CSS, JavaScript, Bootstrap, jQuery, Java, Asp.NET, C#

Software Platforms: Android Studio, Salesforce CRM, Google Analytics, G Suite, Visual Studio, Adobe Creative Suite, Dreamweaver, Photoshop, Illustrator, InDesign, Wordpress CMS, Woo-Commerce, Microsoft Office, Apple iWork, MacOS, iOS, Chrome OS, Google Ads,

Other: Public Speaking, Coaching, Technical Consulting, Leadership, Management, Event Organizing, Version Control, Project Management, Marketing Process Automation

RECENT EXPERIENCE

Career Coach & Employer Outreach Manager   **2017 - Current**
"Deep Dive Coding" Developer Bootcamp in Albuquerque, NM
- Managed internal and external partnerships with employers and other community stakeholders.
- Engaged in community outreach with public and private institutions to improve economic development.
- Planned and executed various events including networking mixers, student/employer roundtables, interviews, etc.
- Created databases and analytical reports on career outcomes and program impact.
- Worked with program managers and executives on strategies on future programing and marketing outreach.

Technical Outreach and Business Support Services   **2012 - Current**
"Super Heron Support" Online Consulting Business
- Provided professional consultation on technology platforms and strategies.
- Project management of technology implementation and sales/marketing automation processes.
- 1:1 sales with clients, demand generation, and executing marketing outreach digitally and in-person.
- Analyzed marketing campaigns and metrics with Google Analytics, Adwords, and other digital marketing tools.
- Supported international initiatives with customer service in Spanish and Portuguese, cross-cultural consultation, localization, and bi-lingual communication.

Marketing Technology Manager   **2015 - 2017**
"Natural Epicurean" Training Academy in Austin, TX
- Managed company's tech systems/platforms and integrations for sales/marketing departments.
- Developed websites wireframes, information architecture, email automation programs for various marketing campaigns.
- System analysis of new company technologies for digital learning platform (LMS) and team collaboration tools.
- Supervised quality control and assurance on production website, email newsletters and other digital marketing assets.
- Trained team members on content management systems, marketing analytics, and computer coding.

Sales and Operations Manager   **2013 - 2015**
"Tech Ranch Austin" Startup Incubator in Austin, TX
- Generated a 40k/month sales pipeline, resulting in record profits and customer purchases for the company.
- Managed 11,000+ square feet of coworking/office real estate for small businesses.
- Supervised and consulted with hundreds of early-staged small businesses and startups.
- Organized and carried out more than 200 events per year to increase brand awareness and lead generation.

EDUCATION

Blockchain Training Alliance   **2017**
Certificate in Developing on Hyperledger

Deep Dive Coding Bootcamp   **2017**
Certificate in 140 Hours of Microsoft .NET Web Programming

The University of Texas at Austin   **2012**
B.A. Latin American Studies, Spanish & Portuguese
Minors: Business Management, Marketing
Study Abroad Exchanges: Brazil, Bolivia, Singapore, Vietnam, Thailand, Peru, Mexico, Chile

COMMUNITY ENGAGEMENT

Lead Meetup Organizer   **2016 - Current**
Various Coding Meetup Groups in Albuquerque, NM
- Organized various coding meetup groups to grow the local tech ecosystem
- Facilitated study groups for entry level android developers and students.

President   **2014 - 2016**
"Food & Tech Austin" Business Association in Austin, TX
- Created a paid business association for food and technology entrepreneurs.
- Hosted monthly community events for entrepreneurs and small business owners.
- Organized startup hackathon incubating multiple new businesses.

Community Engagement Marketer   **2013 - 2015**
"Cooking Up Cultures" Language School in Austin, TX
- Developed program and marketing strategies and coordinated teams to execute initiatives.
- Implemented marketing technologies and managed tech systems.
- Maintained working relationships with partners via community events, fundraisers, and benefit dinners.

References Upon Request
Clearance Eligible