

DANIEL HERON

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I am self driven polyglot who builds business relationships and digital presences, looking to join initiatives that are impacting education, technology, cultural understanding and global integration.

HIGHLIGHTED SKILLS

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

Computer Languages: HTML, CSS, Javascript, Bootstrap, jQuery, Git Version Control, XML, Java

Software Platforms: Android Studio, Wordpress, Woo-commerce, Google Analytics, Google Ads, G Suite (Formerly Google Apps), Dreamweaver, Photoshop, Illustrator, InDesign, Microsoft Office, Apple iWork, MacOS, iOS, Chrome OS, Salesforce

Other: Public Speaking, Coaching, Leadership, Management

RECENT EXPERIENCE

Career Coach & Talent Manager

2017 - Current

"Deep Dive Coding" Developer Bootcamp in Albuquerque, NM

- Managed internal and external partnerships with developers and employers.
- Coached coding and IT bootcamp students on career planning, entrepreneurship and professional development.
- Engaged in community outreach with public and private institutions to incubate diversity in the industry.
- Conducted weekly training workshops, surveys, interviews with participants and alumni.
- Created student and employer databases for measure career success metrics.

Web Developer, Content Manager, and Client Support Services

2012 - Current

"Super Heron Support" Consulting Business Remote Online

- 1:1 sales with clients, demand generation, and executing marketing tasks.
- Provided consultation on digital marketing and brand strategies.
- Project management of content updates, website construction, and sales/marketing automation programs.
- Analyzed marketing campaign metrics with Google Analytics, Adwords, and other digital marketing tools.
- International customer service in Spanish and Portuguese, cross-cultural consultation.

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, and team collaboration.
- Quality control and assurance on production website, email newsletters and other digital marketing assets.
- Trained team members on content management systems, marketing analytics, and coding HTML and CSS.

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 to early-staged small businesses.
- Business consultation with hundreds of small companies and startups.
- Organized and carried out more than 200 events per year to increase brand awareness and lead generation.

COMMUNITY ENGAGEMENT

Lead Organizer

2016 - Current

"New Mexico Android Developers" Meetup Group in Albuquerque, NM

- Organized developer group to grow the local ecosystem for Android OS.
- Facilitated study groups for entry level android development students.
- Connected developers with job opportunities.

Lead Organizer

2014 - 2016

"Food & Tech Austin" Business Association in Austin, TX

- Hosted monthly community events for entrepreneurs and small business owners.
- Consulted local startups in the growing industry.
- Organized startup hackathon incubating multiple new businesses.

Engagement Marketer

2013 - 2015

"Cooking Up Cultures" Language School in Austin, TX

- Developed product and marketing strategies and coordinated teams to execute initiatives.
- Implemented marketing technologies and managed tech systems.
- Organized and hosted large community events, fundraisers, and benefit dinners.

EDUCATION

The University of Texas at Austin

2009 - 2012

B.A. Latin American Studies, Spanish & Portuguese

Minors: Geography, Food Systems, Business Management

Study Abroad Exchanges in Brazil, Bolivia, Singapore, Vietnam, Thailand, Peru, Mexico, Chile

References Upon Request

Clearance Eligible