

DANIEL JESSE KAPLAN

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EDUCATION

Baruch College/ CUNY

Zicklin School of Business
New York, NY | May 2020

Bachelor of Business Administration

Marketing Management

Minor: Psychology

Honors: Provost Scholar, Magna Cum Laude

GPA: 3.8/4.0

SKILLS

Adobe Suite

- Premiere Pro
- Photoshop
- Illustrator
- After Effects

Microsoft Suite

- Excel
- Powerpoint
- Word
- Outlook

Office Skills

- Google Suite
- Slack
- Quickbooks
- Interpersonal, Communicative
- Resourceful

FILM FREELANCE

- ▶ **High School Lover (Feature Film)**
Lifetime - Prod. James Franco
On-Set Production Assistant
- ▶ **Daniel Craig Experience (Commercial)**
Omaze
On-Set Production Assistant
- ▶ **Noise (Short Film)**
10,100AD Productions
Key Production Assistant
- ▶ **Colston Brief (TV Pilot)**
Prod. David Levine
Grip

MEDIA EXPERIENCE

Tinuiti

Manager, Client Strategy | Remote

4/2022-Present

- ▶ Strategically navigates the media mix for a cross-channel annual budget of \$40 million+ across clients like Jessica Alba's "The Honest Company", Sony, and Unilever Prestige Beauty with the use of Search, Shopping, Paid Social, Streaming, OLV, Affiliate, Programmatic and Marketplace tactics
- ▶ Develops competitive reports on a monthly basis with creative & web metric tracking tools (Pathmatics & SimilarWeb) to maintain a pulse on messaging, positioning, and performance of top CPG competitive brands
- ▶ Led the initiative in 2023 for 'The Honest Company' to shift priorities from a DTC media strategy to a retailer-supported media strategy. The shift significantly bolstered digital and in-store retailer support, leading to a 33% year-over-year growth in Honest's total US MULO sales share across their key baby product verticals

AVB Marketing

Account Executive | Remote

3/2021-4/2022

- ▶ Managed digital campaigns with an annual budget of \$4.5 million for lead gen & demand gen accounts within the smart home integration, appliances, and home furnishing industries
- ▶ Consulted with client in-house creative teams to define clear branding elements and differentiating messaging that would help segregate their businesses from big box names

The Shark Group

Videographer and Post-Production Intern | New York, NY

8/2019-12/2019

- ▶ Created 15+ videos with Premiere Pro for Daymond John of "Shark Tank" that amounted to over 5 million views across Instagram and LinkedIn
- ▶ Incorporated elements of The Shark Group's branding strategy into video content to reinforce Daymond's image as "the people's shark"
- ▶ Ingested, grouped, synced, organized, transcoded, and transcribed footage

AIESEC

Video and Digital Marketing Intern | Morocco/Greece

2/2019-7/2019

- ▶ Filmed/edited B-roll in small Moroccan and Greek towns for AIESEC affiliated NGOs to boost touristic interest
- ▶ Contacted relevant site owners in an attempt to build more backlinks to boost the organization's search visibility within Google

High School Lover - Lifetime Television

On-Set Office Production Assistant | New York, NY

8/2016-2/2017

- ▶ Mentored by former NBC Sports production manager In this feature film that starred James Franco
- ▶ Researched local hospitals, catering options, transportation, and vendors near each filming location and assembled the information within Excel sheets
- ▶ Provided bubbly, informative tours of the Baruch College campus to ease the nerves of the Incoming Freshman and transfer students