

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

Microsoft Suite

- Excel
- Powerpoint
- Word
- Outlook

Adobe Suite

- Premiere Pro
- Photoshop
- Illustrator
- After Effects

FREELANCE JOBS

- ▶ **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
- ▶ **The Dress (Short Film)**
Dir. Max Weissberg
2nd Assistant Camera
- ▶ **.Generation (Short Film)**
Nimblefox Productions
Casting Assistant

WORK HISTORY

AVB Marketing

3/2021-Present

Account Executive | Sacramento, CA

- ▶ Leading the digital marketing efforts of 43 accounts by overseeing and strategically allocating their combined annual budgets of \$2 million in media spend (Google, Facebook, SEO, etc.)
- ▶ Consulting with clients on best methods to enhance their digital presence
- ▶ Collaborating with internal and external parties to ensure client work moves efficiently through the agency

The Shark Group

8/2019-12/2019

Videographer and Post-Production Intern | New York, NY

- ▶ 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"
- ▶ Developed creative, eye-catching 'call to action' headlines and captions to reach specific target demographics

AIESEC

2/2019-7/2019

Video and Digital Marketing Intern | Morocco/Greece

- ▶ Filmed/edited B-roll in small Moroccan and Greek towns for AIESEC affiliated NGOs to boost touristic interest and invigorate their local economies
- ▶ Wrote blog posts addressing the lack of environmental education within Morocco and its visible repercussions
- ▶ Travelled to olive growing regions of Greece and various cultural sites to map out itineraries for the "Routes of the Olive Tree" tourism page

LEADERSHIP EXPERIENCE

Educational Housing Services

5/2018-2/2019

Resident Advisor | Brooklyn, NY

- ▶ Created, budgeted, marketed, and lead over 25 dorm events for the 2000+ students living within this NYC residence hall
- ▶ Managed social media accounts (Facebook, Instagram, Snapchat) to promote Student Life activities and to provide essential updates for the residents
- ▶ Provided paraprofessional counseling to peers proactively or when approached during my off hours

Baruch College

1/2017-2/2019

Orientation Leader | New York, NY

- ▶ Acted as a positive leader and brand representative of Baruch College in all meetings, workshops and Orientation-related functions
- ▶ Provided bubbly, informative tours of the Baruch College campus, mastering the infamous backwards walk in the process (only tripping twice)
- ▶ Hosted a morning trivia game show for the Freshman, that I personally infused into the recurring orientation schedule, to get the students excited for the day