



Daniel Paul
Danielpauliscool.com
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Wherever You Need Me to Be

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SUMMARY

I'm a dedicated and multifaceted creative that prides himself on originality. With my love of story and digital content creation, I passionately see a project through from inception to finishing touches. I work hard to create content with a unique voice and lasting impression that helps brands and clients continue to grow and build community. Examples can be found at danielpauliscool.com (I promise it's cool)!

SKILLS

·Adobe Premiere ·Illustration ·Microsoft Office ·Community Management ·Pitching ·Social Strategy
·Adobe Photoshop ·Conceptualizing ·Google Suite ·Social Media Analytics ·Memes

EXPERIENCE

SPENCER'S GIFTS/SPIRIT HALLOWEEN, Egg Harbor, NJ

Current

Full Time Freelance Social Media Creative

VAYNERMEDIA, New York, NY (Remote)

2020 – 2024

Creator/Senior Creator/Lead Creator

- Responsible for conceptualizing, creating, posting, and community managing content across multiple brands and platforms including: Kool-Aid, Kraft Mac & Cheese, Gillette, Duracell, EchoPark, Connections Academy, and more for organic and paid.
- Designed, illustrated, filmed and edited content on a weekly cadence; keeping an active presence for brands across platforms.
- Conceptualized and executed larger activations, events, and hashtag challenges across multiple platforms that led to an increase in brand awareness, love and loyalty.
- Found unique ways to generate organic brand awareness, like getting Kool-Aid Man on Subway Creatures, creating a meme that's still being used today.
- Created viral social moments for Gillette and Duracell which won the agency larger scopes and campaigns outside of social.
- Collaborated daily with our strategy team to create poignant and timely content with lasting impact.
- Interviewed/mentored incoming Creative Residents and provided feedback on their projects/work.
- Researched relevant signals and insights to create exciting and new ways in for clients.
- Created decks and pitched content internally/externally to leaders and clients.

THE FRIDAY NITE SPECIALS CAST, Aberdeen, NJ

2016 – 2022

Assistant Producer, Lead Designer, Writer, and Performer

- Designed the cast logo and all merchandise like enamel pins, buttons, keychains, t-shirts. As well as larger design needs like photo backdrops and printed materials.
- Established a unified aesthetic and TOV across platforms that led to an increase in awareness and ticket sales.
- Wrote weekly comedy pre-shows based around current events or social media trends.
- Created paid and organic Facebook, Instagram, and Twitter advertisements to promote the show on a weekly basis.
- Created posting plans and targeting cohorts for META.
- Directed, edited, and wrote parody YouTube videos to promote the show and movie that have been played at large conventions and shared by actors from the original film.
- Assisted in theater bookings and maintaining healthy and communicative relationships with theater owners/managers.

THE WALT DISNEY COMPANY, Orlando, FL

2019

Disney College Program and Internships

HIMATSINGKA, New York, NY

2016 – 2018

Freelance Commercial Film Editing, Writing, Directing

- Directed, edited, and color corrected location-based marketing materials for one of the world's largest textile mills highlighting American grown cotton and the farmers that dedicate their life to it.
- Sourced talent for a small crew, created a shooting schedule, and directed Farmers who had never been on camera before, needing to find unique ways to ensure comfort and confidence.

HOFSTRA UNIVERSITY, Hempstead, NY

2014 – 2019

B.A. Film Studies and Production, Minor: Mass Media Studies