



**Daniel Paul**  
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Greater New York Area

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## SUMMARY

My professional experience proves my dedication and originality. With my love of storytelling and digital content creation, I am passionate about seeing a project through from inception to finishing touches. I work hard to create content with a unique voice and lasting impression that helps brands grow in awareness and relevance. Examples of these efforts can be found at [danielpaulischool.com](http://danielpaulischool.com)

## SKILLS

- Adobe Premiere
- Illustration
- Microsoft Office
- Community Management
- Adobe Photoshop
- Conceptualizing
- Google Suite
- Social Media Analytics

## EXPERIENCE

*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 for organic and paid.
- Designed, illustrated and filmed fresh content on a weekly cadence; keeping an active presence for brands across Facebook, Instagram, YouTube Shorts, and TikTok.
- Amassed over 305,843,750 views across all brands and content within my first 2 years.
- 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 which led to a meme format that's still being used today.
- Created viral social moments for Gillette and Duracell which won the agency larger scopes of business and led to larger 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.

*THE FRIDAY NITE SPECIALS CAST*, Aberdeen, NJ

2016 – 2022

### **Assistant Producer, Digital Design, Content Creation, Writer, Merchandising and Performer**

- Designed the cast logo and all merchandise ranging from enamel pins to t-shirts.
- 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 Facebook, Instagram, and Twitter advertisements to promote the show on a weekly basis.
- Created a posting plan for content to coincide with the most active time of the target demographic.
- 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**

#### **Facebook Administrator**

- Created and moderated content for student-run Hofstra-based Facebook group which had over 3,500 members and garnered around 6,000 comments and reactions per week.
- Held a biannual event that saw over 500 participants.