

DANIEL PATRICK KELLY

MULTIMEDIA PRODUCER

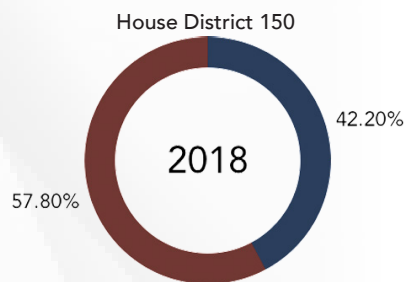
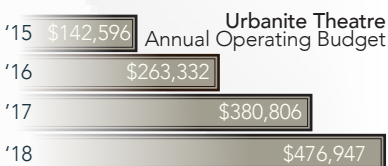
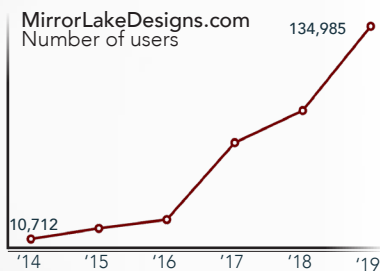
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*most votes for a Democratic challenger in district history

Summary

Multimedia story teller and production designer. Strong ability to communicate abstract ideas and to execute detailed artistic visions with a team of designers. Highly developed awareness of brand nuances. Excels in high pressure environments with strict deadlines. Adapts and performs well in a variety of organizational structures.

Work Experience

Director of Marketing & Branding, Creative Director

USEFUZE Inc. | 2019-PRESENT

Conceptualized and developed company brand. Lead the development and production of all marketing content. Prepared for the launch of the app with a catalog of web ads, videos, blogs, and podcast commercials.

Freelance Multimedia Producer | 2010-present

Travel photographer and videographer working with tourism agencies to promote city and nature excursions. Photographer of live events, real estate, models, and actors. Film, direct, and edit video content for small businesses and events. Create, design, and engineer video, projection, and sound content for live entertainment. Filmed and edited full-length documentary on Vietnam War veteran.

Director of Marketing

Mirror Lake Designs; Houston, Texas | 2014-2019

Photographed, filmed, and edited all marketing content. Formulated and executed all print and digital marketing strategies utilizing SEO, Google Ads, Facebook, Instagram, and Houzz.

- Best of Houzz Customer Service: '14, '16, '17, '20
- Lone Star College Small Business of the Year 2016
- Best of Houzz Design: '16, '17, '18, '19, '20
- TNLA Texas Excellence in Landscape Awards, Silver x 3
- APSP Awards of Excellence: Gold, Silver, Bronze &
- 2017 Hardscape North America Honorable Mention Award of Merit

Artistic Associate & Company Manager

Urbanite Theatre; Sarasota, Florida | 2015-2019

Served in artistic, management, and administrative leadership roles as the first employee hired at a non-profit theatre.

- Drove consistent annual budget increases by an average of 51%
- Produced 25 plays and six staged readings over four years, selling out over 90% of shows.
- Filmed and edited all video marketing content: 15 production previews; 11 audience responses, two season previews, two fundraising campaigns.
- Served as director of four productions, sound design/composer of three productions, and video/projection designer/engineer of two productions.
- Assisted in yearly budgets and strategic planning, determining the allocation of resources and calendar of events.
- Designed and maintained company website.

Campaign Manager & Director of Digital Media

Michael Shawn Kelly for Texas House District 150 | 2016, 2018

Designed and managed campaign website and social media. Wrote, designed, directed, and edited all video for digital distribution. Increased

Education

University of North Carolina School of the Arts | BFA Directing
Texas A&M University | Business | ConocoPhillips SPIRIT Scholar