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## Danny DuBois

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### EDUCATION

**University of California, Los Angeles** (Graduated Spring 2013, Cum Laude Honors)

- Bachelor of Arts, English; minor in Art History

### EMPLOYMENT

**Taylor Morrison** (January 2021 – Present)

Manager, Social Media

- Taylor Morrison is the 5<sup>th</sup> largest homebuilder in the US. I direct the social-content strategy, manage all paid-social campaigns, and liaise with our company's agency of record for the other paid-media channels (search, display, programmatic).

**Investis Digital** (October 2017 – January 2021)

Director, Social Advertising

- I managed the team (6 direct reports) responsible for campaign ideation, creative development, and paid execution across social platforms. By the end of 2018, managed social media spend had increased 159% YoY under my leadership. That upward trajectory continued through 2019 where we saw 67% growth and eclipsed an \$11M media mark as we added a diverse range of brands to our evolving client roster (including *Kendra Scott*, *Smashburger*, *Spalding*, and *CymaBay Therapeutics*). My team managed a record \$14.6M in social ad spend in 2020.

**ZOG Digital** (September 2013 – October 2017)

Business Development Representative; Content Manager; Sr. Content Manager; Director, Social Advertising

- I was one of the first 25 employees and helped facilitate the growth of a best-in-class social media service (working with brands like *Pep Boys*, *Hotwire*, *Tarte Cosmetics*, and *Krave Jerky*) until we were acquired by Investis in October of 2017, and ultimately rebranded to Investis Digital.

**Intercollegiate Athletics, UCLA** (2011-2013)

Assistant Groundskeeper

- Assisted with head groundskeeper in maintaining the UCLA baseball field. Not that relevant to my marketing career, but literal proof I'm not afraid to get my hands dirty!

**Freelance Marketer** (2012-Present)

- Have worked on a variety of projects for different businesses and individuals on a freelance basis (businesses include *Khakis of Carmel*, *ZipSit*, *Phoenician Engineering*, and *Scott's Marketplace*).

### ACCOLADES

- My work in social content and advertising has earned recognition in Adweek, Mashable, The Davey Awards, The Stevie Awards, and The Communicator Awards, among others.

*References available upon request.*