

DANILO AGUILAR

DaniloAguilar.com | 201.848.2244 | Danilo.Eddy@gmail.com

TALENTED DIGITAL MEDIA STORYTELLER

Multidisciplinary, bilingual digital creative who offers a diverse perspective on digital media content with a flexible skill set; brings abundant experience in video production, corporate communications and social media strategies; and craves a fast-paced, collaborative, artistic environment, a place where new ideas are welcomed and brought to life.

PROFESSIONAL EXPERIENCE

PSEG | Web and Digital Media Manager 2014 – Present

- Saved the company more than \$140,000 in productivity by leading an intranet redesign project leveraging Lean Six Sigma process improvement methodology.
- Cut external video production costs by more than \$100,000 in less than three months by taking over digital video production responsibilities that include, producing, directing, shooting and editing.
- Introduced PSEG's brand to millions of Spanish-language customers by appearing on several segments of No. 1 ranked news and investigative television network, Telemundo 47.
- Slashed web costs by implementing a new content management system that streamlined content publishing to external digital platforms.
- Revolutionized PSEG's social media strategy by creating more video-driven content and strategic campaigns to position PSEG as a social leader in the utility industry and promote corporate messages to further the company's business objectives and brand perception.
- Increased social media engagement by leveraging Sprinklr's command center and its data analytics to identify success metrics.
- Improved JD Power brand perception scores by developing shareable digital media content that showcases our community efforts in the locations we serve.

SUEZ NORTH AMERICA (formerly known as United Water) **Multimedia Manager | 2011 – 2014**

- Produced, directed, and edited all corporate videos and United Water television ads cutting the company's cost by more than \$200,000.
- Developed and spearheaded the launch of company's social media strategy.
- Wrote and managed content for social channels in coordination with all communicators to maintain a consistent social voice across all channels.
- Created and led creative campaigns for internal and external communication initiatives, including launching company's external blog.
- Designed, installed, and managed "UW-TV," an innovative, rich media internal digital signage communications network that reaches out to employees without access to email or computers.
- Developed and managed vibrant and informative content for "UW-TV."

SKILLS

Certified Sprinklr Advanced Admin, Media Trained, Sharepoint, Visme, Script-Writing, Digital Marketing, Interviewing, Content Creation, Camera, Web 2.0, HTML, Native Spanish Speaker and Writer, Photoshop, Adobe After Effects CS6, Premiere, Final Cut Pro, AVID, Davinci Resolve, Twitter, Snapchat, Video for Social Media, MS Office, Mac OS, Omnivex Moxie, Social Mention, Radian 6, Meltwater Buzz, Hootsuite, Android, Twitter, Facebook Ads, Instagram, Blogging, Motion, Ektron CMS, Wordpress, Ideation, Certified Lean Six Sigma, Strategy, Digital Media, Drone Video, Process Improvement, Storytelling

EDUCATION

Bachelor of Arts **Journalism and Spanish**

Rutgers University – School of Journalism

Certificate, Digital Filmmaking

New York University – School of Continued Professional Studies

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- Coordinated a partnership between United Water and New York Red Bulls to bring soccer to underprivileged children from Jersey City and other cities in where the company operates.
- Bilingual company spokesperson, part of team responsible for communicating with news media, chiefly with Spanish language outlets.
- Recorded and edited voice over for narrations, training and corporate video projects.
- Using tools like Radian 6, Meltwater Buzz, and Hootsuite, managed conversations on all new media channels, analyzed sentiment and identified industry influencers.

SUEZ NORTH AMERICA (formerly known as United Water)

Web / Multimedia Coordinator | 2009 – 2011

- Developed and overhauled antiquated web presence. Introduced Web 2.0 components to existing company website and developed plan for a second phase of UnitedWater.com's upgrade.
- Converted brochures and publications from .PDF to eBook/Flipbook formats to bring new life to company printed communications.
- Introduced and integrated Apple iPads and other digital media hardware to trade show booths and displays.
- Modernized employee intranet, installed interactive tools to make sites more engaging, improved navigation and intuitive.
- Managed employee intranet and provided media support to executive teams.
- Translated and supervised English to Spanish customer communications and voice recordings.

DELUXE (formerly known as Ascent Media Group)

DIGITAL MEDIA COORDINATOR / CLIENT SERVICES | 2008 – 2009

- Created efficient video transcoding workflows for digital media delivery.
- Organized and scheduled digital media delivery to iTunes, Blockbuster, Hulu and other online video streaming and rental services.
- Dubbing, cloning, and labeling incoming media requests.
- Edited in digital and analog formats for clients such as BBC, Getty Images, MTV, Viacom and Telestream.
- Converted MTV tape library masters to digital file formats.
- Created Johnson and Johnson billboards and bumpers to be inserted into syndicated television shows.

Vme TV

RESEARCH ANALYST, OFFICE OF THE CHAIRMAN | 2007 – 2008

- Contributed to creation of a white paper establishing the possibility for V-me Media to empower Latinos through Dual Immersion Bilingual programming.
- Conducted extensive research on the Latino educational crisis in the U.S. and how impacts of educational television can remedy this situation.
- Converted statistical data into visually appealing tables, charts, and graphs.
- Researched media, entertainment, education, and technology and its effects on learning.
- Researched benefits of educational TV on children and advantages of bilingual education in relation to our Hispanic audience.