

# DANILO AGUILAR

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## TALENTED DIGITAL MEDIA STORYTELLER AND STRATEGIST

Multidisciplinary, bilingual digital creative who offers a diverse perspective on digital media content. Experience in video production, corporate communications and social media strategies; with a proven track record of efficient, effective content production.

### PROFESSIONAL EXPERIENCE

#### SAMSUNG

##### **Digital Content Manager** | 2018- Present

- A core member of a cross-functional digital marketing team that develops omni-channel data-driven media and content to increase online sales across national retailers.
- Strategically manage Samsung's home appliance digital footprint by frequently updating digital assets including photos, videos, graphics and copy for national and regional retailers to deliver a unique online experience.
- Significantly reduced external agency costs by leading and executing in-house content creation and improving internal processes to deliver best-in-class content to national retailers such as The Home Depot, Sam's Club, Best Buy and Costco.
- A passionate storyteller that develops and executes written and visual content for product launch strategies to drive site traffic.

##### **PSEG | Web and Digital Media Manager**

##### **2014 – 2018**

- Managed social content creation and paid media strategies to boost brand awareness. Resulting in an increase of more than 300,000 followers and more than 1 million video views across platforms. Doubled social media engagement by leveraging Sprinklr's command center and data analytics to identify success metrics.
- Conceptualized, shot, edited and promoted all originally produced digital video. Cutting external video production costs by more than \$100,000 annually.
- Develop multilingual community-focused shareable digital media content and paid media, leading to an overall increase in JD Power survey.
- Brand ambassador to Spanish-speaking customers through educational and crisis communication segments featured on Telemundo 47.
- Led the responsive redesign and development of corporate intranet through implementation of Lean Six Sigma process methodology. Improving user experience to more than 12,000 employees state-wide and saving the company \$140,000+ in productivity costs by proving quicker access to online tools.

## SKILLS

Paid Social, SEO, Content Strategy, Media Trained, Ideation Asset Management, Digital Marketing, Drone Video Script-Writing, Content Creation, Camera, HTML, Adobe Creative Suite, Final Cut Pro, AVID, Davinci Resolve, Omnivex Moxie, Social Mention, Hootsuite, Facebook Ads, CMS, Wordpress, Sharepoint, Visme, Microsoft Office, Proactive Planning,

## CERTIFICATIONS

Lean Six Sigma Process Improvement  
Sprinklr Advanced Admin

## LANGUAGES

Native Spanish Speaker and Writer  
English

## EDUCATION

### Bachelor of Arts

### Journalism & Media Studies

### Spanish

Rutgers University – School of Journalism

### Certificate, Digital Filmmaking

New York University – School of  
Continued Professional Studies

## **SUEZ**

### **Multimedia Manager | 2011 – 2014**

- Produced, directed, and edited all corporate videos and SUEZ television ads saving the company more than \$200,000 a year.
- Successfully launched company's social media channels – including executive leadership blog – while developing and executing corporate communications strategy.
- Managed a cross-departmental social media communications team to ensure consistent brand voice and messaging across all social channels.
- Designed and implemented “SUEZ-TV,” a rich media internal communications network that connected and updated more than 3,000 employees without access to company email and information, by streaming live video of executive messaging, pre-recorded video with company updates, and graphics with important employee-centric information.
- Coordinated a partnership between SUEZ 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.

### **Web / Multimedia Coordinator | 2009 – 2011**

- Developed and overhauled web presence. Introduced Web 2.0 components to existing company website and developed upgrade roadmap for MySuezWater.com.
- Converted brochures and publications from printed formats to eBook/Flipbook formats.
- Introduced and integrated Apple iPads and other digital media hardware to trade show booths and displays.
- Upgraded employee intranet, installed interactive tools to make sites more engaging and intuitive, and improved navigation. Managed employee intranet and provided media support to executive teams.
- Translated and supervised English to Spanish customer communications and voice recordings.

## **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 by conducting extensive research on the Latino educational crisis in the U.S. and how educational television can remedy this situation.
- 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

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