

## Objective

Marketing coordination and communicating effectively, while managing business development efforts, utilizing applied graphics, promotion and concepts that enhance customers' and coworkers experience.

## Key Skills

Creativity with multimedia, presentation, graphics production, teamwork, leadership, interpersonal communication proficiency, innovative with an organizational aptitude, talent and versatility.

## Computer Proficiency

PCs and Macs, printers and scanners, internet and various software applications including: Microsoft Word, Excel and PowerPoint, QuarkXpress, PageMaker, CorelDraw, Fractal Painter, Adobe Photoshop, Illustrator, InDesign, Dreamweaver, Director, Flash, and web production.

## Work Experience

**[Daniels Media Alliance](#)** – Founder, Designer and Consultant (1999 - present).

Research, and composition of relevant advertisements, visual media, web design, menus and logos in addition to construction of databases, for Bay Area businesses.

**[Six Foot Two Productions Animation Studios](#)** – Designer, Human Resources Assistant (1998).

Produced and maintained detailed artist database logs and assisted with candidate recommendation for both 2D and 3D projects. On company team for graphic web page design.

**[Osher Marin JCC](#)** – Advertising Associate (1994, 97, 98).

Designed in-house and take-out menus for the Center Café, created picturesque questionnaires and fliers for “The Men’s Group” and undertook administrative work for the summer camp office.

**[Smith Barney, Inc.](#)** – Researcher (1993).

Designed and composed Branch Promotion Kit for the Bozeman, Montana office.

Worked with company financial consultants on security analysis and portfolio management.

Researched financial planning firms to recruit financial consultants.

**[Extended Systems, Inc.](#)** – Technical Sales Representative (1992 - 93).

Responded to inquiries about the product line and recommended solutions based on customers' needs. Provided users with technical information for individualized systems using network print servers and fax server devices. Mentor in the sales division for technical sales communication.

**[KGO Television](#)** (San Francisco ABC-Television) Research and Sales Departments – Intern (1992).

Analyzed audience demographics, compiled market research reports, designed spreadsheets for systematized audience analysis. Prepared weekly newsletters for Sales Department.

## Education

**Bachelor of Science in Marketing, Communication Minor** at Montana State University: 3.61 GPA.

**Adobe Applications Mastery Certificate, Computer Graphics Certificate**, Desktop Publishing, Typography, HTML and Web Design studies at Santa Rosa Junior College: 3.68 GPA.

## Honors

**Beta Gamma Sigma** – Honorary Society; scholastic achievement in schools of business.

**Phi Kappa Phi** – Honorary Society.

## **Strengths**

Deep sense of values; respect for relationships with associates.

Warmth and sensitivity in dealing with people.

Pride in work, drive to do the job right.

Neatness, organization, ability to stay focused on goals.

Willingness to “go the extra mile” for the job and organization.

Gathering relevant information and problem-solving to accomplish the goal.

Loyalty to the organization and co-workers.

Motivated and cooperative in a team setting.

## **Skills**

Marketing background and a visual orientation.

Creative, with experience and aptitude in applied graphics.

Innovative, introducing new ideas and promoting concepts.

Coordination of design and presentation, relative to structure, setting and atmosphere.

Reasoning with others, with stable customer service.

Bringing people together and unifying groups.

Project coordination.

Negotiating with other businesses.

## **Personal Attributes**

Sincere, honest, serious and diligent.

One who listens, is thoughtful, considerate and cooperative.

**As a perfectionist with an eye for detail, Toby Daniels offers his services as a designer and producer of eye-catching material, with innovative concepts via versatility.**

Apt with media design and implementation, artistic composition, marketing and communication, he will persist until tasks are accomplished to customers' satisfaction.

**How does he deal with predicaments?**

With a planned and organized approach, through concentration and thoroughness, he uses objective problem analysis/solving.

**What is his experience with media composition?**

Widespread Personal Computer and Macintosh skills.

Web page design and construction, with insight and aptitude.

Having ability with applied graphics composition and talent that relates to conception and creativity, he uses his distinctive creativity with artistic talent.

With layout design, desktop publishing, presentation and promotion experience, organizational talent, leadership ability, communication insights have given him appraisal with media and, commendations grant him pride.

With respect to his planned and organized approach to life, having objective problem solving and analysis, through concentration and thoroughness, gravity, verve and assertiveness, with social adeptness, he has noteworthy ability to interact with others influentially and propensity to persist until task is completed.

Apt at artistic marketing communication professional, with logical decision making and talent that relates to the composition of visual media, he feels that the greatest accomplishments are achieved while functioning best in group settings.

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"Versatility is one of your outstanding traits, being that you are open to new ideas."

"Your mentality is alert, practical and analytic."

"Never hesitate to tackle the most difficult problems."

"Your dreams are worth best efforts to achieve them."

"A well-directed imagination is the source of great deeds."

"It is the quality rather than the quantity that matters."

"Your enthusiasm inspires other people."

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**Toby Daniels** - 415.464.7550 - <http://daniels-designs.com/tdesign.html> - [designs626@gmail.com](mailto:designs626@gmail.com)

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Toby Daniels was an incredible asset to our company, as a Digital Artist and a Human Resources Assistant. He brought extensive computer skills and a working background in various media industries.

Toby is a talented individual who conducts his business in a professional manner.

As a Digital Artist, Mr. Daniels was extremely helpful in the creation of our company web pages. He produced and maintained detailed artist database logs and assisted in recommending candidates as needed for both 2D projects and 3D projects, for the Human Resources Department.

Aside from his talent and professional dedication to his work, Toby is a person of fine character and a pleasure to work with.

Suzanne Atherly  
[Six Foot Two Productions](#)  
Vice President, Executive Producer

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On paper Toby shows many different and diverse academic achievements that I feel could be applied to several careers. This also shows great determination and focus on his part. If given the opportunity in the correct environment and position, Toby would excel.

Jim Gilfether  
[Agilent Technologies](#)  
Human Resources Manager

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With organizational talent, communication aptitude and leadership ability, Mr. Daniels has a propensity to persist until task is completed. He is a conscientious, enthusiastic, hard-working, diligent, resourceful, reliable person and I would recommend him for your needs.

Jeremy Sutton  
[Sutton Studios](#)  
Portrait Artist, Designer, Author

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He constantly displays respect for others, humility, gratitude, and tenacity in pursuit of goals.

Dr. Reed C. Davis  
[Davis Career Consulting](#)

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Toby has always been a dedicated worker, an outstanding scholar, and a very engaging gentleman.

Mr. Bill Kyle  
[Montana State University](#)  
International Businessman  
Orser Distinguished Visiting Professor

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First of all, Musser Communications has engaged the services of Mr. Toby Daniels to consult specifically on marketing and design issues for the web. Many of the changes you'll see over the next few weeks will be as a result of specific questions directed to him. Our thanks to Toby up front, and we hope that you will enjoy the changes. With a hearty recommendation if you're looking for a marketing consultant, we suggest that you email Toby (Director of Daniels Media Alliance) for additional insight and composition.

Mr. Chris Musser, CEO  
[Musser Communications](#)