

Daniel Edwards

dedz.media@gmail.com ❖ (704) 281-2847 ❖ dedz.media

WORK EXPERIENCE

Faceworld Studios

Jan. 2022 – Jan. 2023

Creative Technology Director

Los Angeles, CA (remote)

- Developed a metadata scripting platform utilizing newly written and existing scripts, converting PSD art files into scalable, on-chain collections (implemented on [James Jean Fragments collection](#))
- Created AI Discord Chatbots with Python & OpenAI API to engage discord audiences and enable users to seamlessly create instant content (i.e., GIFBot that allows users to instantly create GIFs from TV shows/movies)
- Managed a dev team and coded pipeline tools for [Impermanent Digital](#) - a sold out collection of 4444 AI-based NFT's with evolving metadata
- Developed a [curation](#) platform allowing users to curate over 15,000 images using an ELO ranking system
- 3D simulations and scene creation using various 3D tools like Houdini and Blender

Strategic Analysis, Inc.

Dec. 2019 – Jan. 2022

IT Specialist

Arlington, VA

- Delivered high quality customer service and provide Tier 1 and Tier 2 helpdesk support for internal and external customers
- Install, diagnose, and perform minor repairs to computer and audio-visual hardware, software, and peripheral equipment
- Developed working knowledge and provide customer assistance with all commercial off the shelf and proprietary applications running on corporate servers and workstations
- Set up information systems and communications equipment for employee use, performing or ensuring proper installation operating systems, appropriate software, and system connectivity
- Assisted in the migration to an Office 365 GCC High Tenant from an on-prem environment to a hybrid Azure Active Directory installment

New Paradigm Strategy Group

Aug. 2019 – Feb. 2020

Digital Fellow

Washington, DC

- Strategize, produce, and optimize omnichannel ad campaigns, including programmatic, social, and connected TV
- Design and create digital content, including video ads, static image/GIF ads, websites, logos, and motion graphics
- Analyze raw data to drive performance optimization and visualize findings

UNCW Technology Assistance Center

Aug. 2016 – Jan. 2019

Student Technician

Wilmington, NC

- Utilized 3D printing & VR technology training to help students print 3D objects and provide students with a hassle-free experience of the HTC Vive
- Solved difficult technical problems for faculty, students, and staff in person and over the phone

EDUCATION

University of North Carolina at Wilmington

Aug. 2014 – Dec. 2018

B.S., Business Administration with a concentration in Marketing Strategy & a Minor in Digital Arts

Wilmington, NC

- Studied abroad in Maynooth, Ireland during fall 2014 semester (National University of Ireland Maynooth)
- Completed a Directed Independent Study in the Communications Studies Department (7 Act Livestream Event)

SKILLS & ACCOMPLISHMENTS

Skills:

- **General:** Python; JavaScript; HTML; CSS; Microsoft Office; Citrix Receiver; VMware Horizon; Bomgar; FortiClient Appliances; ManageEngine; Azure; Azure Sentinel; AlienVault; NxLog; Intune; Zoho; Git; Github; Heroku; AWS Cloud Services; Visual Studio Code; Notion; python; ffmpeg; stylegan2; stable diffusion; PDG; imageMagick
- **Creative:** Premiere Pro; After Effects; Cinema 4D; Illustrator; Photoshop; InDesign; Lightroom; XD; Ableton Live 10; Pro Tools 12; Logic Pro X; Sony Vegas 13; Final Cut Pro; Tracktor 2; Serato DJ Pro; REDCINE X PRO; Red Giant; Sapphire; Substance Painter; Blender; Unity; Houdini; TouchDesigner; Nuke
- **Marketing:** Facebook Business; SPSS; Google Analytics; Google Ads; Mail Chimp; DashThis; Cision; Basis DSP; DataXu; Frame.io; Factual; Import.io; LiveRamp Connect
- **Personal Accomplishments:** Eagle Scout earned in 2011