



DAVID ROCKLIN

Content producer. Internet entrepreneur.

Full-time student, internet entrepreneur, and founder of Techgeec.com. Experienced in technology, marketing, and product/project management. Innovative brand building specialist who can create exciting viral videos and social media campaigns designed to increase product brand recognition and visibility. Confident public speaker and creative individual seeking to change traditional marketing and promotional channels through web technologies and businesses. Regular consultant to multiple companies seeking greater product recognition and consumer awareness.

Work Experience

Founder, TechGeec.com

Los Angeles, CA — 02/2009 to Current

- + Develop synergetic projects with several large software and hardware corporations.
- + Develop viral marketing and promotional strategies to increase consumer awareness, product visibility, and drive sales.
- + Produce viral video tutorials and technology reviews.
- + Publish technology articles consisting of news, reviews, and tutorials.

Assistant Brand Manager Intern, Health Solutions: Medical Products Corp.

Culver City, CA — 06/2012 to Current

- + Develop consumer retail product packaging and merchandising displays for point of sale.
- + Create an online viral marketing and promotional video campaign to increase consumer awareness and brand visibility.
- + Design promotional materials (flyers, sell sheets, and price list).
- + Develop user guide for SinuPulse Elite®.
- + Sales & marketing experience used to develop retail and ecommerce sales channels focussed on Amazon, Wal-Mart, Walgreens, Target, and CVS.

Affiliate Developer, DigiDNA

Geneva, Switzerland — 08/2010 to 01/2014

- + Created video tutorials and viral social media campaign for DiskAid to boost marketing reach.
- + Helped establish brand building strategy designed to increase product visibility and consumer awareness to drive sales.
- + Assisted with consumer focus groups to improve future software development.

Multimedia and Promotion Developer, Brilliant Directories

Marina Del Rey, CA — 07/2011 to 09/2012

- + Helped with web site development.
- + Managed search engine optimization.
- + Managed web site analytics and research.
- + Developed video production and social media promotion.

Education

University of California at Santa Barbara — June 2015

Bachelor of Arts: Political Science - International Relations

Professional Writing Minor: Multimedia Communication

Professional Skills

Viral & Affiliate Marketing	+	+	+	+	+
Media Production	+	+	+	+	+
SEO, SEM, Web Analytics	+	+	+	+	+
Website Development	+	+	+	+	+
Brand Building Strategies	+	+	+	+	+
Database Management	+	+	+	+	+

Technical Skills

Photoshop	+	+	+	+	+
Illustrator	+	+	+	+	+
InDesign	+	+	+	+	+
Dreamweaver	+	+	+	+	+
Sony Vegas Movie Studio	+	+	+	+	+
Microsoft Office Suite	+	+	+	+	+
Windows	+	+	+	+	+
Mac	+	+	+	+	+
Linux	+	+	+	+	+

Personal Skills

Creativity	+	+	+	+	+
Communication	+	+	+	+	+
Management	+	+	+	+	+
Organization	+	+	+	+	+

References

Available upon request