

Daniel Baker

Royersford, PA | (610) 564-4189 | me@danielbaker.name

Social Media Manager

Candidate With Dedication in the Arts, Photography, and Digital Media Design

Goal-oriented Social Media Manager who highly supports the processes involved with creating effective media designs that increase positive engagement from end users. Whether working individually or in a group setting, the focus on devising eye-catching projects stays constant and productive.

Education

Bachelor of Arts, Pennsylvania State University (Grad May 2025) - GPA 3.7/4.0 - 6x Dean's List recipient

Relevant Experience

Penn State Campus Dining, University Park, PA

April 2024-April 2025

Student Communications Specialist

- Collaborated with the Directors of PSU Housing and Food Services to deliver content to relevant social media channels on Instagram and TikTok, including analysis of past content (likes, reposts, comments) and ideas for future content.
 - Traveled to various areas in and around the Penn State University campus to photograph, film, and edit (**Photoshop, Lightroom, Premiere Pro, After Effects**) events held by Campus Dining, such as special themed dinners, cooking competitions, and guest visits from famous food aficionados.
 - Managed a vast internal content bank (**OneDrive**) of photographs, videos, and spreadsheets (**Excel**), ensuring all content was properly named in their proper directories for ease-of-use by colleagues and co-workers.
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Professional Experience

Acura of Limerick, Limerick, PA

July 2025-present

Wash & Detail

- Managing multiple streams of business from within the company in a timely manner, as to meet/beat deadlines expected by customers, which in turn increases positive engagement.

Penn State Campus Dining, University Park, PA

February 2022-May 2025

Food Service Worker (South Food District)

- Recipient of the Director's Award in 2023, the highest honor bestowed to student-workers at each of the five residential dining halls.
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