

Daniel Mora

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EDUCATION

Emory University, Goizueta Business School

Atlanta, GA

Degree: Bachelor of Business Administration, Marketing

05/2021

Concentrations: Film and Media Management, Business and Society

Cumulative GPA: 3.71

Relevant Courses: Content Creation, Classical Hollywood Cinema, Acting Fundamentals, Economics and Finance of Film, Screenwriting, Ideation, Legal Environment of Business, Negotiations, Business Communication Strategy, Film Theory

WORK EXPERIENCE

Brand New World Studios

Atlanta, GA

Digital Media Producer

05/2021 – Present

- Write and produce short films for the company's YouTube channel to promote their purpose-based filmmaking
- Conduct archival and primary research on various topics to write the scripts for the films
- Collaborate with the Production Department to deliver the final films to YouTube and social media platforms

Emory University Directed Research Study

Atlanta, GA

Documentary Researcher and Producer

11/2019 – 05/2020

- Director of a 10-minute documentary on former Coca-Cola CEO Roberto Goizueta and the release of New Coke
- Attained legal clearances and handled important documentation such as talent release forms from interviews
- Scheduled interviews of former Coca-Cola executives, journalists, and marketing experts about New Coke
- Wrote the screenplay and edited the final 10-minute film that was screened for Emory students and faculty

Fran K Television Show Pilot

Atlanta, GA

Visual Effects Supervisor, Production Assistant

01/2018 – 05/2018

- Supervised shots on set which required post production effects such as green screens and object removal
- Facilitated story meetings with note taking and provided script coverage over the 2-month pre-production process
- Managed day-to-day operations of the 5-day shoot as Production Assistant to decrease turnaround time
- Created all visual effects shots for the show in collaboration with the director and editor using Adobe After Effects

LEADERSHIP & COMMUNITY INVOLVEMENT

Grounds for Empowerment, Goizueta Business School

Atlanta, GA

Student Consultant

01/2021 – 05/2021

- Mentored two coffee farmers on best practices for personal finances as well as health and safety standards
- Analyzed two years of financial data to identify challenges and potential areas of improvement to maximize profits
- Developed a business strategy to optimize land use that will improve yearly coffee cherry yields by 30%

WarnerMedia

Atlanta, GA

Aspiring Content Creators Program Fellow

09/2019 – 06/2020

- Accepted into a selective 8-month fellowship program with students from other universities in the Atlanta area
- Networked with executives from companies such as CNN, Turner Sports, and Turner Classic Movies

The Coca-Cola Company, Student Consultant

Atlanta, GA

Team Lead

01/2020 – 05/2020

- Led a group of 8 students on a consulting project for Denny's restaurants for The Coca-Cola Company
- Guided and scheduled bi-weekly team meetings to streamline the consulting and IMC creation process
- Planned and presented recommendations to executives from Denny's and Coca-Cola based on 500 survey responses

ADDITIONAL INFORMATION

Honors & Awards: Agnes Nixon Award for Screenwriting, Television Distribution for Short Films, Dean's List

Languages: English (Native), Spanish (Native), Portuguese (Proficient)

Skills: Adobe Premiere, Adobe After Effects, Final Cut X, Final Draft, Excel, PowerPoint, Screenwriting, Slack, Frame.IO

Interests: Classical Hollywood, Piano, Chess, Elton John, Coca-Cola, NFL, Soccer, Watercolor, Malcolm Gladwell