Daniel Lopez-Naranjo

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Education

Washington State University

Bachelor of Science in Marketing / Minor in Communication — May 2026

Career Experiences

Washington State University Marketing Club

President — Jul 2025 – May 2026

- Served as the primary media spokesperson and executive producer for all club-sponsored events, steering the public narrative and overseeing the distribution of mass recruitment communications.
- Orchestrated the logistical communications for a massive campus-wide scavenger hunt across 24 distinct checkpoints, developing comprehensive event guidelines and real-time update channels to manage hundreds of student participants.
- Directed executive board meetings and pitched high-level corporate sponsorships, effectively communicating the club's value proposition to secure vital funding and long-term partnerships.

The Office of Academic Engagement

Communications Assistant / Marketing Coordinator — Mar 2023 – Jul 2025

- Led the end-to-end production of the office's podcast initiatives, including booking guests, writing interview scripts, operating audio equipment, and managing post-production edits to ensure high-fidelity messaging.
- Directed and produced a field-based financial-literacy video series for the office's social media channels.
- Developed and executed multi-channel communication strategies, translating complex academic resources into compelling, accessible digital media for a diverse student audience.
- Managed external public relations and media outreach to university faculty, crafting targeted messaging that secured buy-in and drove a 10% uplift in student program engagement.

Cable 8 (WSU TV Production)

Assistant Director — Aug 2023 – May 2025

- Managed technical run-of-shows and daily production schedules, optimizing studio turnaround times and ensuring all cast and crew were aligned on episode deliverables.
- Streamlined communication between the control room, cast, and floor directors, ensuring tight cue execution and maintaining an efficient, unified set environment during live and pre-recorded broadcasts.
- Facilitated post-production workflows by coordinating edit schedules and logging footage, directly contributing to the timely and high-quality delivery of student programming.
- Directed the promotional broadcasting strategy, producing on-air promos, press kits, and newsletters that amplified viewership and engagement for campus TV productions.
- Acted as the primary liaison between showrunners and the marketing team, translating creative visions into targeted, high-performing media campaigns.

Skills

Broadcasting Operations, Media Production, Video Editing, Podcast Management, Public Relations, Cross-Functional Communication, **Bilingual** (English & Spanish), Media Relations, Event Coordination

Software: DaVinci Resolve, Adobe Premiere Pro, Adobe Photoshop, Illustrator, InDesign, Canva, Microsoft Excel, Word, PowerPoint, Google Workspace, Meta Business Suite, Mailchimp, Hootsuite

Certifications

Social Media Marketing Certification, HubSpot Academy — Issued Dec 2025 - Expires Dec 2027

Digital Marketing Certification, HubSpot Academy — Issued Oct 2025 - Expires Nov 2026