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EDUCATION

VCU BRANDCENTER | 2023

M.S. Business - Creative Brand Management

Combines the fundamentals of a traditional MBA with creative problem solving and cross-functional teams in a two-year masters program

UNIVERSITY OF VIRGINIA | 2021

B.S. Political Science - Foreign Affairs

Non-Major Coursework:

- Microeconomics, Macroeconomics
- Statistical Analysis with R
- Foundations of Commerce
- Entrepreneurship
- Financial Accounting

SKILLS

Critical & Creative Thinking
Teamwork & Collaboration
Qual + Quant Research
Brand Strategy + Positioning
Competitive Analysis
Creative Briefing
Data Visualization
Project Management
Deck Building + Presentation

TOOLS

Talkwalker
MRI Simmons
Microsoft Office + Google Suite
Keynote
Google Analytics
Canva

EXPERIENCE

ACCOUNT MANAGEMENT INTERN | 2022

Leo Burnett Detroit

- Supported Cadillac brand, social, and racing account teams via meeting prep, conference reports, deck building, creative briefing, and competitive audits
- Created and presented a 2022 trends report to agency leadership
- Provided support on a variety of projects including a global product reveal & activation, a multi-channel brand campaign in collaboration with Labrinth, a presenting sponsorship with the US Open, and the development of the brand's first social media TOV guidelines

CLUB LEADERSHIP COMMITTEE | 2017- 2021

Fill the Hill UVA - Football Student Marketing Team

- Assisted in developing social media strategy and fan engagement plans for each home football game with other leadership members
- Organized club apparel and sticker sales, in addition to leading local sponsorship outreach to fund club initiatives

CLAIMS REVIEWER | 2019

BrownGreer PLC

- Evaluated, classified, and performed quality checks on thousands of legal claims involving millions of dollars in settlement funds at a class action law firm
- Received 'Cream of the Crop' award for being the team's top performer on the Syngenta and NFL Concussion settlements

SPORTS MARKETING INTERN | 2017

University of Richmond Athletics

- Supported the sports marketing team in planning and executing gameday scripts, leading to the best season-long attendance in the Robins Center since 1992 and a record-breaking 3,300 season ticket packages sold

ASK ME ABOUT

- Winning back-to-back state championships in a sport I had never played before
- The reason I switched majors in undergrad
- Teaching pre-school for a summer
- Being a twin and how its shaped me
- Coaching a middle school basketball team