

DANIEL PAZ GABRINER

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OBJECTIVE

To utilize my technological skills and passion for effectiveness, efficiency and collaboration to improve the capabilities and impact of an organization

WORK EXPERIENCE

Sour Flour

Founder and Head Baker

*San Francisco, CA
May 2009 – Present*

- Designed and implemented a start-up bread making company
- Managed production and distribution
- Taught baking skills to over 100 bakers
- Collaborated with dozens of entrepreneurs and volunteers

CBS Interactive

Product Manager

*San Francisco, CA
February 2008 – November 2009*

- Increased daily contextual ad revenue by over \$30,000, resulting in over \$8MM per year
- Managed team of engineers and analysts responsible for contextual ad budget
- Designed and managed creation of an optimization engine used across network of sites
- Worked with dozens of internal business units to develop testing plans to increase monetization
- Created optimizations which increased revenue by over 40% on 10 different sites

Mann Consulting

Consultant

*San Francisco, CA
August 2006 – February 2008*

- Developed internal systems to optimize employee workflow management and productivity
- Worked with dozens of clients to improve operating procedures and data organization

[X+1]

Media Operations Analyst

*New York, NY
2005 – 2006*

- Managed orders and contracts for placements of new ads
- Created and evaluated reports to examine the effectiveness of designated campaigns

Carat Interactive

Web Application Developer

*San Francisco, CA
2002 – 2004*

- Led programming on the development of a workflow tool that automated QA processes
- Maintained and improved internal tracking tool covering clients, projects, contracts and employees

EDUCATION

New York University

*Bachelors of Science, Bachelors of Arts, 2006
Double Major: Economics and Computer Science
Languages: Spanish, Italian*

References available upon request