

DANYLO KRYVOROTOV

Business & Marketing Professional

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PROFILE

Business Administration student (Marketing Management) with hands-on experience across agency creative teams, talent marketing, and content/community growth. Skilled in cross-functional collaboration, brand communication, and driving initiatives from concept to execution. Seeking a structured, growth-oriented role.

EXPERIENCE

HR & Talent Marketing Intern — *San Francisco International Airport (SFO)* Jun 2025 – Aug 2025

- Built a content and outreach strategy for a Handshake recruiting initiative targeting interns and entry-level hires
- Built HBCU and partner-college contact databases to support talent pipeline outreach
- Helped shape employer brand voice and messaging for SFO's talent acquisition efforts

Creative Intern — *Disney's Yellow Shoes* Jun 2024 – Jan 2025

- Co-produced a 300-page brand guidelines book for National Geographic Expeditions and Aulani Resort across multiple stakeholders
- Created organic and paid content for Aulani, Adventures by Disney, and National Geographic Expeditions
- Extended beyond standard term based on performance, reliability, and communication

Creative Intern — *GTB (Ford Global Agency)* Jun 2023 – Aug 2023

- Delivered national and local advertising assets for Ford under tight production timelines
- Supported client-facing script and print review across multiple concurrent projects

Creative Intern — *VML* Jun 2022 – Mar 2023

- Worked cross-functionally on Smartwater, Vitaminwater, and Pfizer brand initiatives
- Extended twice based on performance; recognized in internal intern competition

Copywriter / Community Marketing Manager — *The Manifestor's Guide* Jun 2021 – Oct 2022

- Grew social following from 0 to ~3,000 organically through content strategy and consistent execution
- Produced videos reaching 5,000–10,000+ views each, with 10–15% engagement rates
- Wrote copy for funnels, email, newsletters, and social; curated biweekly blog and podcast content
- Promoted from intern to full-time after driving measurable growth

EDUCATION

Bachelor of Science, Business Administration — Marketing Management

California State University, East Bay — Expected 2026 | GPA 3.6 | Dean's List, all semesters

ADDITIONAL

Founder — *Independent Startup — Creative Brainstorming Tool*

- Founded and built a creative tools startup end-to-end — product, development, and go-to-market
- Led outreach that secured Google and multiple ad agencies as early partners/users
- AI-fluent: Claude, Gemini, and related tools for content, research, and workflow

Tools & Skills: Adobe Photoshop, Figma, Canva, DaVinci Resolve, Meta Ads Manager, Google Workspace, Excel, Slack, Claude, Gemini