

# Dan Wang

danwang.me

A multidisciplinary nerd, driven by expanding the capabilities of artists and creators at all levels.

## Roles and Experience

**Camera Image and Video Quality Engineer, Apple**  
November 2021 - Present

**Marketing Lead, Streamers and Creators Group @ Logitech**  
September 2020 - November 2021

Shepherded the Mevo brand through acquisition by Logitech. Post-integration, continued on to lead channel marketing, social media strategy, and content production initiatives for Mevo, Streamcam, and Blue Microphones product lines.

**Marketing Director, NA @ Hasselblad**  
September 2016 - August 2020

Restructured and led North American marketing and communications team. Developed and sustained global programs for buzz marketing, creator engagement, KOL partnerships, earned advertising, editorial collaborations, brand activations, and PR relationships.

**New York Studio Director, @ DJI**  
September 2017 - August 2020

Simultaneous internal role. Conceptualized and managed a brand experience studio Manhattan for camera, lighting, and UAV products. Managed local execution of new product introductions for Mavic 2, Osmo Pocket, Osmo Action, Mavic Mini, Ronin, and Robomaster S1.

Previous roles at Hasselblad: Product Manager, September 2016 - September 2018 (Internal Promotion), Lighting Product Specialist, May 2015 - September 2015.

**Lighting Evangelist @ Chimera Lighting**  
October 2015 - September 2016

Product expert and technical guru for Chimera and Hensel brands, establishing workflow for imagery, technical documents, and channel marketing assets library. Executed strategy and upkeep of social media growth and executed the launch of the brand's first DTC e-commerce offering.

**Marketing Manager @ Scheimpflüg**  
May 2013 - April 2015, New York, NY

Developed online profiles and brand identity for lighting and camera equipment rental agency with community-driven campaigns resulting in doubling of engagement and double-digit increase in static revenue categories. Simultaneous role as In-House Digital Technician for digital services and asset management.

## Education

**Rochester Institute of Technology; Rochester, NY - 2014**

BFA, Professional Photographic Illustration  
Minor, Advertising and Public Relations

## Skills

Proficient with Adobe Creative Cloud apps, artist relations, content strategy, digital asset management, event and trade show planning, Google apps, image quality analysis, independent creator branding, Later, Mac hardware, Mailchimp, Office 365, Sprout Social, Squarespace, video and photography production.

Understanding of additive manufacturing, Asana, Basecamp, Figma, hybrid workspace collaboration, live and recorded audio production, live content streaming production, Netsuite, OBS, Salesforce, Shopify, UAV/drone operations, Wordpress, Wrike.

Familiar with German (spoken and written), HTML, Mandarin Chinese (spoken).

Currently holds valid CA driver's license, US passport, and mainland China business visa.