



DANIEL WYNICK

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WORK EXPERIENCE

Notis Global, Inc. | Los Angeles, CA *Regional Manager, March 2013 - December 2016*

Formerly known as Medbox, Inc. I started when Medbox first acquired Vaporfection in 2013. As the main representative from Vaporfection I worked with Medbox management to grow the business and generate revenue to increase shareholder value. I assisted in the branding process and relaunch to Notis Global where I also organized and executed the sale of Vaporfection. In addition, I managed branding projects and performed graphic design, web development and content management for our hemp farm and CBD-based products. Responsible for reporting to upper management and Board of Directors and assisting with IT, sales and other administrative tasks.

Vaporfection | Boca Raton, FL/Los Angeles, CA *President, CEO & Creative Director, April 2012 - April 2016*

Award-winning medical grade vaporizers. Initially hired as Director of Marketing & Customer relations and oversaw all aspects of the brand: web, e-commerce, social, print, manufacturing, etc.. Responsible for creative content creation, CMS management and driving B2B and B2C sales through various campaigns and also handled all the customer service and worked with fulfillment center on inventory control and e-commerce and wholesale orders. As Director of Marketing & Customer relations I also oversaw product development of a new portable vaporizer that was over 3 years in the making and worked with our manufacturers on assembling our products. As President and CEO I oversaw and executed all aspects of the launch of our new products and secured exclusive distribution in the United States and Canada. Other responsibilities include: overseeing of day-to-day operations and employees, financial forecasting and budgeting, reporting to parent company's Board of Directors, working with C-Level management and finance team, social media marketing, website development and content management, branding and collaborations, creating trade show displays and working events to promote the brand and generate revenue. I also assisted in the transition process with several management teams from our parent organization and secured the sale of the brand and its assets after the decision was made by the BOD to exit the vaporizer business.

OIAIO | Boca Raton, FL *Founder/CEO, June 2011 - December 2012*

Artistic services agency that provides brand consulting, interactive web design and development, print design and custom art for clients as well as content management for online initiatives. Responsible for coordinating all aspects of projects including art direction, creative direction, design, marketing strategy, invoicing, billing and account management.

Friedman Creative | Boca Raton, FL *Account Manager, July 2010 - May 2011*

Branding and interactive design agency. Responsible for client cultivation and relationship management. Oversaw all phases of project discovery, design, and launch including advertising, marketing, website development, collateral design, as well as invoicing and billing. Played an instrumental role in building, establishing and marketing Friedman Creative after its relocation from Orlando to Boca Raton.

Zucker Forensics | Boca Raton, FL *Staff Accountant, February 2010 - July 2010*

Forensic Accounting firm. Worked in the litigation support department and handled family law and bankruptcy cases. Prepared preference and insider analyses, standard of living analyses, assisted in recovery of records and handled the Firm's marketing and advertising.

EDUCATION

University of Central Florida | Orlando, FL Bachelor of Science in Accounting, Fall 2009.

LEADERSHIP

- **Vaporfection International, Inc., President & Chief Executive Officer**
- **Kappa Sigma Fraternity, Grand Master (President)**, Grand Treasurer, Scholarship Leadership Award 2008 and 2009, Judicial Board Justice, New Member Class President, Assistant Grand Scribe, Assistant Grand Treasurer, Family Weekend Committee Chairman 2006, 2007.
- **Student Government Association**, College of Business Senator, Fall 2009
- **Greek Council**, Vice Chair 2007 - 2008
- **Interfraternity Council**, Judicial Board, Kappa Sigma Delegate
- **Greek Student Success**, GSS Mentor 2007
- **Order of Omega**, Initiated Member

SERVICE

- **Children's Miracle Network**, Knight-Thon Volunteer
- **American Cancer Society Relay for Life**, Festival of the Trees 2007 and 2008, Cornerstone Service Learning Project
- **Youth AIDS**, Organized the Kappa Sigma Powderpuff Football Tournament
- **Boys and Girls Club of Bithlo, FL**, Kappa Sigma Chrismakkuh Event Chair