



DANIEL WYNICK

3735 Jasmine Ave, #8 · Los Angeles, CA 90034 · 561.289.8791 · dlwynick@gmail.com

Effective in bringing new, high quality products to market from concept to commercialization with strong branding and marketing strategies that drive revenue, increase profitability and grow shareholder value. Proven ability to work well in teams and communicate effectively while maintaining high ethical standards.

WORK EXPERIENCE

Future State Brands, Inc. | Culver City, CA *Director, Consumer Brands, July 2018 - December 2019*

Formerly known as Prohbt Media, initially, I was the Product Manager of our agency services and oversaw product development, packaging and manufacturing for internal brands and brand partners. As we pivoted into a CPG company, my role as Director was to innovate new products in hemp and cannabis and source manufacturers and vendors for packaging and commercialization. Oversaw the development and costing of cosmetics, beverages and topical patches on the wellness side and in cannabis, oversaw production of hash-infused joints, hydrocarbon extracts, ice water hash including packaging and compliance. Acted as a project manager when needed, worked cross-functionally with sales and marketing and reported directly to our Chief Brands Officer.

Heavy Brands, Inc. | Culver City, CA *Product Manager, June 2017 - June 2018*

Responsible for product innovation, development, costing, vendor sourcing and commercialization to bring cannabis goods and accessories to market. Oversaw the creation of a whole line of pre-rolled joints and smoking accessories for the flagship brand, Heavy Grass. Worked cross-functionally with marketing, sales and upper management to ensure brand consistency and bring the lifestyle of hard rock music into the cannabis scene. I also worked with music artists, influencers and other brands to promote the Heavy Grass lifestyle.

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 and web development for our hemp farm and CBD-based products. Responsible for reporting to upper management and Board of Directors (BOD) 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. Responsible for creative content creation and driving B2B and B2C sales. 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 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, branding and collaborations, creating trade show displays and working events to promote the brand and make sales. I also helped transition 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 - Current*

Artistic services agency that provides brand consulting, interactive design and development, print design and custom art for clients. 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. Provided litigation support for family law and bankruptcy case matters. Prepared preference and fraudulent transfer analyses, standard of living analyses, assisted in recovery of records and responsibilities also included the firm's marketing and advertising.



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EDUCATION

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

LEADERSHIP

- **Vaporfection International, Inc., President and 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 and 2007.
- **Student Government Association**, College of Business Senator, Fall 2009
- **Greek Council**, Vice Chair 2007 - 2008
- **Interfraternity Council**, Judicial Board, Kappa Sigma Delegate
- **Order of Omega**, Initiated Member

SERVICE

- **Children's Miracle Network**, Knight-Thon Volunteer
- **American Cancer Society Relay for Life**, Volunteer
- **Festival of the Trees 2007 - 2008**, Volunteer, Orlando Museum of Art
- **Orlando Foster Children's Association**, Fund raising for 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