DANNY KNIGHT

CONTACT

510-241-8786

dannyknight.dev@gmail.com

www.dannyknight.dev

EDUCATION

Diablo Valley College

Electrical and Computer Engineering
Aug 2024 — May 2026

Cal Poly State University

B.S Business Admin Computer Information Systems

Jul 2021 — May 2023

Santa Barbara City College

Business Administration
Aug 2017 — Dec 2018

Marketing
Aug 2017 — Dec 2018

Associates of Arts
Aug 2017 — Dec 2018

PROJECTS

Digital Twins Usage Research

Killnet Airport Cyber Breach

Cyber Forensics Lab Report

Apple MDM Bypass

Smartwasher Bypass

Flipper Zero iPhone Spam Attack

3D Scan to AR Model For Vison Pro

Published AI Coloring Book

CERTIFICATIONS

Google Cyber Security

Python for Data Visualization

Microsoft Excel

Red Cross Certified

Black Belt Taekwondo (1st Dan)

WORK EXPERIENCE

Business Development Lead Social Media Manager

CAKE PICNIC   Nov 2021 — Current

- Co-spearheaded the launch of CAKE PICNIC, a viral baking event now touring three major cities across the United States, attracting thousands of participants and extensive local media coverage (ABC7 Los Angeles, SF GATE, Eater, ABC 7 SF, Local News Matters).
- Led business development efforts, securing brand sponsorships (Leisure Project, Milk Bar, Poppi, Callebaut, Colour Mill, Caraway) and partnerships that significantly boosted event funding and resources.
- Developed and executed a comprehensive marketing strategy, resulting in a 380% increase in event registrations and widespread social media buzz for the San Francisco and Los Angeles tour stops.
- Coordinated logistics and operations for multiple tour stops (scheduling, volunteer management, transportation, agenda, communications, etc), ensuring smooth execution and high attendee satisfaction.
- Analyzed event performance metrics and participant feedback to refine and enhance future event strategies, contributing to sustained growth and success while growing Instagram account to 3000+.

Social Media Manager | Business Development Lead

CAKE PICNIC   Nov 2021 — Current

- Developed and executed social media strategies (SEO, content pillars, collaborations, storytelling, etc) that increased brand engagement by 34% on Instagram and website traffic.
- Led content creation and curation for baking-related posts, resulting in a 34% increase in follower growth since November 2022 and a 68% rise in user impressions.
- Implemented targeted advertising campaigns that boosted online sales by 25% and expanded the brand's reach to new customer demographics.
- Pitched and collaborated with brands (Catbird, Caraway, Veuve Clicquot, Leisure Project, Ancient Olive Trees, etc) to create sponsored content, enhancing brand visibility and credibility in the baking community.
- Analyzed social media metrics and user feedback to refine strategies and improve content performance, leading to a 48% increase in website traffic from social media channels.

Independent Cyber Security Specialist

Freelance   Nov 2021 — Current

- Conducted comprehensive security and risk assessments for veterans and non-English-speaking Russian immigrants, identifying vulnerabilities in their networks, servers, and applications.
- Customized and implemented cybersecurity controls to safeguard sensitive medical and personal records.
- Educated veterans on data privacy and cybersecurity, conducting on-site training at homes and workplaces.
- Conducted real-time incident response, including forensic analyses of compromised systems, and developed remediation plans to mitigate risks.

SKILLS

Python

C++

SQL

Javascript

Unlix/Linux

Adobe Suite

Security Tools

Cybersecurity

Windows/Mac/Linux OS

Tableau

Printer Configuration & Management

Autodidact

Driver Management

Network Configuration

Firmware Updates

Hardware Troubleshooting

CAD/Fusion360/Shapr3d

CLUBS

Benicia Maker Space

Cal Poly Fast

Cal Poly ./Script

Cal Poly SWIFT

CPP Cyber Bootcamps

CPP Computer Science

WORK EXPERIENCE

Cost Estimator

Mare Island Dry Dock

April 2022 — Nov 2022

- Played a pivotal role in a team that secured $80 million in government contracts, driving significant revenue growth and company expansion.
- Performed precise cost estimations for maritime projects, incorporating material, labor, and equipment costs.
- Fostered collaborative budget planning with project managers, ensuring stringent cost control and financial target alignment.
- Continuous learning and growth to stay updated with industry dynamics.

IT Technician

Medmetry Inc

Mar 2020 — May 2020

- Managed hardware and software installations, maintenance, and repairs.
- Supported organizational tech infrastructure across platforms.
- Conducted end-user training on hardware and software usage.
- Maintained accurate inventory logs and service records.
- Collaborated with teams to ensure optimal tech functionality.

IT Technician/CNC Operator

World Service and Supplies

Apr 2018 — Dec 2019

- Installed and configured printing equipment across customer sites.
- Loaded print drivers and ensured device connectivity.
- Conducted preventive maintenance and repairs on hardware.
- Kept detailed service and repair records.
- Demonstrated effective time management and clear communication with clients.

Repair Technician

JOAT

March 2018 — Dec 2019

- Diagnosed and resolved complex issues, showcasing analytical skills.
- Demonstrated attention to detail with proactive issue identification.
- Mastered diverse tools, reflecting adaptability to new technologies.
- Upheld client data privacy during home office repairs.
- Managed multiple tasks efficiently, emphasizing prioritization.
- Regularly updated skills, highlighting a commitment to continuous learning.

Security Operations Associate

Seven SB

July 2017 — Oct 2019

- Verified age and IDs, ensuring compliance with regulations.
- Deescalated conflicts and maintained patron and staff safety.
- Monitored venue for potential security threats and managed crowd capacity.
- Documented and reported security incidents and coordinated with law enforcement as needed.
- Collaborated with staff to develop and implement strategies for optimal security.