

David Lowe
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WORK EXPERIENCE

Katnap, Phoenix, AZ **July 2020 – Present**
Director

Pivoted a startup concept into a music production company. It also acts as an independent record label for my producer moniker LUCKYKAT and up and coming electronic music producers.

Partnered with new artists to create online mixes highlighting their work.

Built engaged community from scratch with no outside funding.

LUCKYKAT, Phoenix, AZ **July 2020 – Present**
Producer/DJ

Electronic music producer fusing electro and progressive house to create a unique, contemporary sound.

Proficient in track creation, mixing and mastering on Ableton DAW.

Built engaged community from scratch with no outside funding.

Commissioned to remix songs for signed artists.

Guardia Medical LLC, San Diego, CA **Mar 2020 – Mar 2021**
Chief Marketing Officer, Business Development Director & Co-Founder

Created brand name and identity then secured social media usernames across major social networks.

Project managed the website build with overseas web developer (Pakistan) and web designer (Philippines). Optimized site for search engines (SEO optimization).

Learned e-commerce platform Shopify and activated key apps that would help generate revenue.

Managed marketing partners to enable a strong presence on relevant channels.

Wrote blog posts using SEO copywriting techniques to enable the brand to be found more in search and have a positive impact on sales.

Developed a key distribution partnership with a business person who owned 500 hotels.

Partnered with a medical sales professional to enable us to communicate and access medical sales channels.

Qwerky Coliving, San Diego, CA / Tijuana, Mexico **Apr 2017 – Mar 2020**
Chief Executive Officer & Founder

Responsible for creating brand, vision and business plan.

Worked with a Mexican architect to develop 3D digital renderings of the first coliving community.

Persuaded investors and partners to be involved in the project.

Appeared on The American Dream Show - a national TV spot aired across 9 US cities. I also had a feature article in the San Diego Business Journal.
COVID-19 caused project launch to be canceled.

Uberpong, Austin, TX

Feb 2012 - April 2017

Chief Executive Officer & Founder

- Created brand identity, business plan and marketing strategy.
- Sold custom ping pong paddles to every Fortune 500 company.
- Scaled sales into 65 countries.
- Partnered with the Los Angeles Dodgers Major League Baseball team to design and manage a celebrity ping pong tournament at Dodger Stadium. Jimmy Kimmel was the host.
- Developed a revolutionary printing technique for printing onto rubber.
- Developed supply chain with Chinese manufacturer.
- Learned e-commerce platform BigCommerce and which apps to maximize sales.
- Led company to be a leader in recreational table tennis.
- Acquired after leading the company to a successful exit.

eBuzzing, London, UK

Nov 2010 - Oct 2011

Head of Community & Publisher Manager

- Managed a team of 7 community executives.
- Responsible for team hitting monthly advertising campaign targets.
- Created partnerships with video networks around the world and UK publishers.
- Trained new employees.
- Sponsored local event to increase brand awareness in our industry.
- Traveled to Paris, France to work with French team and help with training sessions.

EDUCATION

University of East London, London, UK

Sep 2000 - June 2003

Ba (Hons), Film History

- Learned about the art of film making, sound effects, mise en scene and screenplay writing.
- Used experience to direct short films with cinematographers.
- Wrote multiple screenplays.
- Created an event called The Secret Scream Society which gave the audience an immersive horror movie experience.

School of Sound Recording, Manchester, UK

Aug 1998 - May 2000

Diploma in Sound Recording

- Learned how to record musicians in a studio environment.
- Wrote and recorded my own songs in the studio.
- Learned about signal flow diagrams.

TECHNICAL SKILLS

Salesforce, ClickFunnels, Zoom, Wordpress, Google Drive, Slack, Shopify, BigCommerce, Strikingly, PowerPoint, Word, Excel.

ACTIVITIES & TRAVEL

Keen tennis player at my neighborhood club in Serra Mesa.

Teaching myself Spanish.

Huge soccer fan (Liverpool FC) and love to play the sport.

Traveled to 31 countries. From 2005-2006, I traveled to 13 countries, taught English in Japan to learn more about Asian culture and did door-to-door sales in Melbourne, Australia to learn how to sell.