

DANNY AVILA

1967 Paseo Del Rey, Vista, CA 92084
(760) 815-7481
hello@dannyavila.com
www.dannyavila.com

EXPERIENCE

North Coast Creative Team, Vista CA — *Director of Media & Organizational Leadership* **April 2012 – Present**

- Lead a cross-functional creative and production department spanning eight locations, guiding vision, operations, and personnel development.
- Manage a team of nine full-time creatives and support 12+ volunteers, ensuring consistent delivery of 20+ high-quality media projects weekly.
- Transitioned from video lead to department head through adaptive leadership, growing influence from camera operation to strategic oversight.
- Played a pivotal role in team consolidation and restructuring, successfully retaining and empowering a core team during COVID-19 downsizing.
- Cultivated team culture that emphasizes growth, accountability, and performance—resulting in high retention and long-term staff development.
- Provide strategic leadership, set departmental goals, and ensure alignment with organization-wide objectives while managing complex, multi-campus workflows.
- Excel in identifying inefficiencies, implementing scalable systems, and mentoring staff through organizational challenges and opportunities.

SOLE Effects (Remote) — *Strategic Consultant & Media Director* **2021 – Present**

- Oversaw the launch of a national student leadership program now used by 200,000+ students; managed production and delivery of content nationwide.
- Led consulting efforts to restructure digital presence and donor communication, enhancing visibility and increasing organizational efficiency.

Danny Avila Media, Vista CA — *Founder / Team Operations Strategist* **2007 – Present**

- Manage all aspects of business operations from client relations to team coordination and large-scale video campaigns.
- Serve as both creative producer and organizational lead, helping clients scale through strategic branding, streamlined production, and digital consulting.

North County Media Center, Vista CA — *Production Coordinator & Systems Advisor*
2014 – 2023

- Advised on system upgrades and workflow optimization for high-end commercial productions (HP, Disney, Manscaped).
- Helped standardize production processes and backend infrastructure.

Clear Channel/iHeart Radio, San Diego CA — *Digital Systems Producer*
2006 – 2009

- Introduced podcasting strategy for a top-rated morning show, managing digital distribution and launching branded online platforms.

Johnson's Auto Body & Paint, Carlsbad CA — *Operations Manager*
2007 – 2012

- Digitized office systems, implemented estimation software, and overhauled scheduling and customer service workflows.
- Elevated team efficiency and raised profitability by creating scalable, accountable systems and client communication strategies.

CompUSA, Encinitas CA — *Sales Specialist*
2005 – 2007

- Mentored under top commission earners, learning sales strategy, client qualification, and needs-based selling.
- Developed customer-first approaches still applied in leadership and operational roles today.

SKILLS

- Organizational Leadership | Change Management | Staff Development
- Multi-Project Oversight | Strategic Systems Thinking | Team Coaching
- Operational Efficiency | High-Volume Workflow Management | Internal Culture Building
- Video/Content Production | SEO | Client Relations | Digital Innovation
- Tools: Asana, Google Suite, Adobe Suite, Microsoft Office, WordPress, CRM Platforms

References

Greg Matis – Former Manager : (760) 716-1093

Joel Fier – Former Client : (619) 405-0123

Ben Ossenfort – Former Co-worker : (760) 213-5772