



# DANIEL WILSON

WRITER - MARKETER -  
VIDEO DIRECTOR -  
GENERAL MANAGER

## EDUCATION

2003-2005

Northeast Mississippi Community College  
Psychology Major

Various courses covering Marketing,  
Leadership, Cinematography, Data  
Analysis & Copywriting

## AWARDS

2020

Sinulog Film Festival  
(1st and 3<sup>rd</sup> Prize-  
Music Video Category)

Led teams that  
won first and third  
prize in a major  
Asian film festival.

2011-DBIG

Design Business  
Innovation Grant

Wrote and  
obtained grant to  
redesign product  
with Singaporean  
Startup.

## SKILLS

- Positive, never say die, attitude
- Good communication
- Project Management
- Time management
- Large Team Management (100+ People)
- Experienced being an all-around manager: hiring, firing, counseling, culture maintenance
- SEO, GEO, AEO Experience and knowledge
- Video Production & Directing
- Grant, Copy, & Technical Writing
- Office Build-out & Daily Maintenance Oversight
- Autodidact (Self-taught in multiple fields)
- International perspective, having worked across Asia and in the U.S.
- Have built systems using: Python, HTML, CSS, JavaScript
- Building Agentic AI systems

## PROFILE

I am a professional Writer, Marketer, Video Director and General Manager with over 20 years of experience in various fields.

Currently I am expanding my skillsets to include: Agentic AI Engineer, Vibe Coder, App Developer & Website Developer.

## WORK EXPERIENCE

- Feb 2026- Current Day  
**ASaaSTance**  
Co-Founder  
Remote  
Start-up company providing Agentic AI and Micro-SaaS solutions B2B and B2C. Also Android Dev.
- 2018 - Current Day  
**General Manager**  
**Cenix Web Development Services**  
Phoenix AZ/  
Cebu City PH
  - Managing an overseas BPO web development office with 100+ employees, and a branch in Bangkok.
  - Took an office with \$17,000 monthly revenue and brought it to \$5 million annual revenue within 6 years.
  - Developed staff from 30 members to more than 100 across 3 offices, in 2 countries. Handling recruitment and hand-picking each staff member.

## CONTACT INFORMATION

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🌐 [danieledwardwilson.com](http://danieledwardwilson.com)

📍 Booneville MS, USA  
Cebu City, Philippines

## SKILLS

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- LLM Workflow Integration
- Omnichannel Marketing Strategy
- Advanced Search Strategy
- Prompt Engineering & Chain Architecture
- Process Automation Engineering
- Full-Stack & Front-End Architecture
- Cloud Systems Administration
- Linux Server Hardening & Security
- Local Network Architecture
- Hardware Deployment
- Mobile App Development
- Media Pipeline Direction
- Corporate Copywriting
- B2B Sales & Distribution Pitching

## WORK EXPERIENCE

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- Developed one of the best video teams in the region, with award-winning results.
- Developing marketing plans and entirely new marketing systems and social media strategies to improve the company's brand awareness and credibility.
- Responsible for overseeing all content: Blogs, Journalistic Articles, Web Pages, Voiceover Scripts, Press Releases and Travel Videos.
- Office cultural maintenance for a large team across two countries known for difficult work cultures (Thailand & Philippines).
- Created numerous systems to achieve maximum office efficiency, utilizing automation software/coding (N8N, Python Scripts), visual workflow management, and Agentic AI workflow integration (OpenClaw, Hermes, Ollama, LLM Claude Code), along with dozens of API-dependent workflows.
- Daily decision making, along with long-term vision/strategy creation and implementation. Constant research, ideation, conceptualization, prototyping and knowledge-building to stay up-to-date on the latest technology and systems. Pushing the staff to stay up to date with annual "Strategy Sessions" where they could present their ideas for how to change our work and tech stack.
- Developing SEO masterlists that apply to hundreds of websites. This was a system that ultimately evolved into a proprietary SEO dashboard with over 5,000 relevant keywords to optimize SEO/GEO/AEO strategy.
- Within the team of 100+ people, also managing a Leadership Team and an Executive Team to discuss and direct tasks, projects, workflow, operation approach, validation, and coaching.
- Marketing, Design, Logo, and Brand Development.
- Managing 50+ paid systems totaling thousands of dollars a month in expenses including; Google Cloud, Firebase, GA4, Anthropic accounts, GitHub, Hubstaff, N8N, etc...
- Installing network infrastructure, running ethernet cable, connecting the entire network through a single secure hub and \$6,000 NAS drive.

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## TOOLS

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- Anthropic Claude
- Ollama / Local LLMs
- Google Gemini
- ElevenLabs / AI TTS
- HTML5 & CSS3
- Tailwind CSS
- JavaScript
- Python
- React Native / Expo
- Bash / Shell Scripting
- Google Cloud Platform
- Firebase
- GitHub / Git
- Linux
- NAS Drives
- N8N
- FFmpeg
- Telegram Bot API
- Trello API
- Google Analytics 4 (GA4)
- Hubstaff
- Custom SEO/AEO Dashboards
- Figma
- Audio/Video Production Suites
- Microsoft Office Suite
- Google Workspace

## WORK EXPERIENCE

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2017 - Present

**Director/Investor**

**PT Mega Cahaya Java Indonesia**

Java Indonesia

- Directing operations in terms of marketing, production, etc...
- Developing business via obtaining distributors such as stores, cafés, supermarkets.
- Developing strategies for business expansion including online sales.
- Writing all copy and developing all media for the company.

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Sep 2016 - March 2018

**Branch Librarian**

**Northeast Mississippi Regional Libraries**

Rienzi Mississippi

- Maintaining the inventory of my branch library, as well as adding new items to the catalogue.
- Speaking with and meeting the needs of, patrons and the local community. · Maintaining the library facilities and grounds.
- Fulfilling materials requests made by patrons at other libraries as well as my own.
- Caring for a terminally ill parent while maintaining this position.

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Sep 2010 - Dec 2015

**Co-Founder Sales & Marketing Manager/ Copywriter/**

**PR Manager/ Operations Manager/ multiple other roles**

**In Vitro Pte Ltd**

Singapore

- Creating all written content for the company including two generations of brochures, manuals, SOPs & other product-related materials, PR materials for media interviews with organizations such as Channel News Asia and Singapore Tatler Homes, grants (such as the obtained Design Business Innovation Grant), business proposals (for outlets such as Takashimaya and Tangs), website content, video content and any other type of company communication or written content disseminated by the company.

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## WORK EXPERIENCE

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- Sourcing for, contacting, pitching to, and obtaining distribution outlets including Takashimaya, Perfect Potion, Mistral's "Naturali", and Home-Fix, then later maintaining these outlets in terms of operation, in areas such as the retaining and training of promoters, to VM care, to managing stock, to developing sales and marketing strategies to move product in these outlets.
- Developing media opportunities for the company to better express its message and gain exposure with a larger swath of the Singaporean population, that ultimately led to recognition both in print and on Channel News Asia's "Saving Gaea".
- As the products are very much science-based, (using specialized plants and bacteria) I was required to do extensive research to keep updated on competition, and on improvements, as well as to prepare for future grant applications

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■ Jan 2010- September 2010

**Sales Manager & Commentator**

**WBIP Radio AM 1400**

Booneville Mississippi

- Making use of my affability and creativity to appeal to businesses in a cash-strapped economy and convince them to purchase advertising.
- Using individual vocal talent to create commercials that appeal to the audience of WBIP Radio to create ROI for advertisers.
- Applying individual, professional writing talent towards the creation of commercials that appeal to a wide and varied consumer base within WBIP's market space.
- Repairing any and all computer and networking difficulties at WBIP Radio.
- Writing, audio mixing, vocalizing, and otherwise producing my own sponsored, weekly radio commentary show titled: "An American Perspective."

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## WORK EXPERIENCE

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September 2003- January 2017

### Freelance Writer

Interact Media, Upwork, Various Freelance Clients

Remote

- Using previous marketing knowledge and experience to create tight and appealing copy.
- Researching products and companies in order to be able to adequately express their message.
- Communicating with clients to better understand their needs and meeting those needs through creative business writing.
- Creating blog posts and any secondary writing for clients outside of frontline copy.

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September 2003- June 2005

### Work Study Tech

**Northeast Mississippi Community College**

Booneville, Mississippi

- Running ethernet cable and Wi-Fi networks throughout the campus.
- Cutting Cat-5 cable and affixing RJ-45 ends.
- Troubleshooting PC and network problems around campus.
- Building and maintaining PCs and PC networks.

## References Available Upon Request

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