

KAIDEN MERTZEL

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RELEVANT EXPERIENCE

Daily Original Vids, Executive Social Media Assistant
Carlsbad, California [7/2026- Present]

- I upload, schedule, and publish short-form videos across TikTok, Instagram, YouTube Shorts, and Facebook for a digital brand reaching over 15 million followers and 1 billion monthly views.
- I organize video clips, arrange compilation timelines, and help manage content throughout the production and posting process.
- I coordinate props and supplies while preparing, maintaining, and cleaning filming areas to keep daily shoots running efficiently.
- I support fast-paced production operations through community engagement, errands, and other time-sensitive tasks.

Mission Bay Aquatic Center, Marketing Assistant/Photographer
San Diego, California [5/2024- 7/2026]

- Marketing Assistant/Photographer
- Worked at Mission Bay Aquatic Center full-time during the summer of 2024, and helped increase demand for the kids' summer camp program.
 - Effectively functioned in chaotic environments while communicating with customers and associates.
 - Produced and organized 100+ camp photos daily for parents, friends, and families to see.
 - Worked with leadership, to help capture moments and develop social media posts to increase clientele.
 - Tabling on campus for the aquatic center allowed me to communicate directly with the consumers and gain more attention to the activities offered through the school in conjunction with Mission Bay Aquatic Center.

Wasserman Next Gen, Brand Ambassador
San Diego, California [4/2023- 6/2026]

- Intuit TurboTax & Intuit Credit Karma
- Contributed marketing tactics to drive brand recognition and influence sales in the college demographic.
 - Enhanced product adoption through strategic initiatives to the intended target audience.
 - Attended Camp Turbo at Intuit Headquarters where I participated in many marketing workshops with TikTok and Snapchat.
 - Partnered with Rise with Hunger to package 27,000 meals for kids in need.

- Rockstar Energy
- Used marketing strategies to promote products, establish consumer connections, and coordinate organized events to activate at.
 - Participated in the "Big Idea Challenge" where I presented to PepsiCo Energy Leaders ways to increase brand visibility at San Diego State University's college campus.
 - One of eight ambassadors to get picked for the Rockstar Energy Incentive Trip where we went to the PepsiCo Energy headquarters to speak in person on the "Big Idea Challenge" while networking with many people on the team,

San Diego State University Ski & Snowboard Team, President
San Diego, California [4/2024- 5/2026]

- Led our 70+ member roster to compete nationally to represent San Diego State University in ski and snowboard competitions.
- Oversaw all social media and brand relationships for the team.
- Worked with our partners, including Ikon Pass, to increase sales among the college demographic, achieving over \$1,000,000 in sales for the brand.
- Developed and maintained healthy relationships with companies such as Ikon Pass, Oakley, K2 Ski and Snowboards, etc.

San Diego State University Delta Chi Fraternity, Sponsorship Chairman
San Diego, California [1/2023- 1/2024]

- Helped lead our 120+ member chapter by using effective communication skills with the board and members to enhance and continue to support our chapter values.
- Reached out to numerous brands and companies by email and cold calling to continue developing our chapter by gaining partnerships for our events as well as professional experience.
- Worked with many brands such as Volo Sports and Rockstar Energy to help sponsor events, allowing the chapter to experience larger growth in fundraising for our philanthropy, The V Foundation for Cancer Research.

FORMAL EDUCATION

San Diego State University
BS, Kinesiology
Emphasis in Physical Therapy
Summa Cum Laude

- GPA: 3.92, Major GPA: 4.0

Temecula Valley High School

- GPA: 4.33
- Advanced Placement: Biology, Physics, Calculus AB, Calculus BC, and Language

ABOUT ME

I am an optimistic, self-motivated, ambitious, uplifting, and adaptable individual who is prepared to use my skills to continue creating meaningful relationships with individuals in and out of the workplace. I aspire to use my background in Kinesiology to think critically and my experience in business marketing to effectively communicate and problem-solve. I thrive on growth in all aspects of life and feed on constructive criticism to make me the best version of myself.

AWARDS

- SDSU CHHS Dean's List
O 4 Consecutive Years
- USCSA Scholar 1st Team All-American
O 2 Consecutive Years
- Temecula Valley High School Principal's Honor Roll
O 4 Consecutive Years
- Temecula Valley High School Scholar-Athlete Award
O 4 Consecutive Years

ADDITIONAL INVOLVEMENTS

- USCSA Volunteer
- SDSU Delta Chi Fraternity
- SDSU Ski and Snowboard Team
- SDSU Club Tennis Team