

Daniel George

Cannabis Business Developer, Advocate, & Educator.

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EXPERIENCE

Simply High Extracts LLC. , Los Angeles, CA — *Founder/CEO*

Jan 2017 - Mar 2019

- Developed the most popular Cannabis Infused Vegan Butter & Extra Light Olive Oil concentrate company in Ca.
- Developed all business plans, sales projections, marketing & advertisements material, build out, floor plans, etc.
- Successfully grew the company enough to pitch to investors and received 175k in start-up funds to bring the products to market.
- Managed 175k budget into products as well as marketing and sales team.
- Manufactured Cannabis derived CBD, Hemp derived CBD products
- Managed 3 Sales associates
- Developed an E-commerce for HEMP-CBD products and sent traffic from social media and ads to sites for sales.
- Responsible for all content creation, social media, networking etc.
- Located in 12 SoCal dispensaries.

The Great Hemp & Cannabis Co. , North Hills, CA — *Account/Marketing Marketing*

Jan 2018 - Feb 2019

- Helped attain Licensing in Desert Hot Springs, CA
- Developed Business/ Finance plans for investors
- Developed Sales Projections
- Developed SOPs
- Developed a complex Sales/Marketing Strategy that targeted the cannabis audience and drove traffic to E-commerce.
- Handles day to day operations of a soon to be licensed facility

Strain Care Givers, Chatsworth, CA — *Budtender*

Jan 2017 - August 2018

- Employed as a full-time Budtender then promoted to floor manager
- Experienced in METRIC transfers and Inventory management for licensed distribution.
- Enforced SOPs daily & learned how to properly take care of a

SKILLS

Cannabis Business
Development

Retail Sales & online sales
funneling

Customer Service

Experienced in most Cannabis
Logistics. (Baker, Wurk,
Leaflink, etc.)

Word/Excel

Detail Oriented

Team Management

Social Media
Marketing/Content Creator

Photographer/ Videographer
Graphic/ Web Design

References

Richard Neely

Great Hemp & Cannabis Co.

Owner/CEO

(323) 202-7042

Sydney Smiley

Strain Care Givers

Lead Floor Manager

(559) 362-3262

Pierre Morillo

Night Industries

Principal Investor)

(626)394-0000

dispensary including METRIC, routine cleaning of displays, proper disposal of cannabis waste, etc.

- Opened and closed 7:30-10:00 pm. 8 hour shifts, 4 days a week.

EDUCATION

Cal State University Northridge, Northridge, CA — *Associates Degree*

Jan 2015 - July 2017

- Business Management
- Marketing
- Ethics
- Photography/Videography