Daniel Cooke

Albuquerque, New Mexico | 505.259.1764 | rubink@hypermean.com

Summary

A global technology leader with expertise in AI, sales, marketing, and project management. A proven track record of driving business growth through strategic vision, cross-functional collaboration, and high-impact team leadership.

Experience

Founder & Sole Proprietor • Hypermean Technical Consulting • 1996 – Present
Deliver strategic technology and AI solutions for small businesses, art galleries, and other SMB clients by analyzing business requirements and technical specifications while managing stakeholder expectations and project timelines.

Director of Marketing & Communications • Luna Community College • 2026 – Present
Lead marketing and communications strategy that builds brand visibility, drives engagement, and aligns messaging.
• Develop and execute integrated marketing campaigns across channels.
• Manage brand standards, vendor and agency relationships, and budgets, ensuring consistent, high-quality messaging across all platforms.
• Use analytics on web, social, and campaign performance to refine strategy and improve outreach effectiveness.

Financial Customer Associate • Fidelity Investments • 2026
Executed exceptional service to clients, resolving complex inquiries and providing tailored financial solutions to optimize retirement planning.
• Managed customer inquiries to provide accurate account verifications, ensuring clients had clear insights into their holdings and transactions.
• Processed withdrawals and loan requests for 401k plans, guiding customers through eligibility requirements, documentation, and compliance to facilitate seamless financial actions.
• Performed account maintenance, contribution adjustments, education, and data accuracy.

Services Portfolio Marketing Manager • HP Inc. • 2022 – 2025
Led and managed worldwide marketing assets for Configuration and Deployment Lifecycle Services. Partnered with organizations, executives, and channel partners to develop joint go-to-market plans and marketing assets.
• Trained global teams on services offerings.
• Managed projects and people for new and evolving services.
• Active contributor of content as a social selling influencer.
• Championed strong advocacy of cybersecurity services offerings.
• Created collateral for the internet, the press and advertisers.
• Coordinated and managed numerous public events.
• AI Copilot and ChatGPT community member and subject matter expert.

Services Sales Specialist • HP Inc. • 2013 – 2022
Managed new and existing business, lead generation and client relations.
• Guided teams and customers with transactional and contractual services and hardware sales offerings.
• Achieved revenue targets and maintained a sales pipeline in excess of $25M, receiving recognition as an “Achievers Club” award winner.
• Created and distributed communications, newsletters, and announcements to sales staff and other stakeholders.
• Developed and presented training presentations to educate internal and external customers, utilizing expertise in corporate-wide sales strategies.
• Formed, planned, and interpreted Salesforce and Dynamics CRM analysis and forecasting to drive superior negotiation and B2B growth.

Custom Mission Critical Technical Account Manager • HP Inc. • 2009 – 2013
Served as the primary liaison for enterprise clients, ensuring optimal system performance and strategic alignment.
• Leveraged enterprise storage and SAN expertise.
• Directly owned relationships for customer's storage devices in data centers and law firms, primarily in the Virginia and District of Columbia region.

Registrar/Marketing/Web Manager • Lewallen Galleries • 2005 – 2007
Managed the registration and logistics of fine art collections.
• Maintained legal compliance and records of all artworks, including contracts, provenance and authenticity.
• Scheduled exhibitions and collaborated on installation logistics.
• Oversaw digital records using collection management software.
• Facilitated communication with artists, collectors, and institutions.

Project Manager/Assistant to Director • La Puerta Originals • 2004 – 2005
Supported executive visionary to manage strategic planning, scheduling, and operational oversight.
• Streamlined operations and delivered custom design solutions in a high-end architectural environment.
• Coordinated between design, production, and installation teams to maintain workflow efficiency, project timelines, resources, and client communications.

Global Reporting Tools Manager • Peoplesoft/Oracle • 2002 – 2003
Led the support team for the global enterprise reporting tools.
• Directly influenced development, ensuring timely, secure delivery across business units.
• Supported PeopleSoft reporting tools, including nVision, Query Manager, and Crystal Reports.

Corporate Service Operations Manager • Wind River Systems • 1995 – 2002
Led, recruited, trained, developed, and mentored a technical team of 30 engineers.
• Created and oversaw high-volume worldwide technical call centers.
• Generated the Corporate Services Operations Guide, used for global reference and training.
• Leveraged knowlege in UNIX, Linux, macOS, Windows, VxWorks, Python, R, Rust, SQL, Swift, C, and C++.

International Support Manager • Supermac/Radius, Inc. • 1993 – 1995
Spearheaded global services for groundbreaking Apple Mac-based desktop publishing and graphics solutions.

Education & Professional Development
• Bachelor of Science (B.S.), Telecommunication & Film • University of Oregon
• Bachelor of Science (B.S.), Political Science • University of Oregon
• Project Management & Grant Writing • University of New Mexico
• Film Studies Internship • University of Southern California
• Project & Leadership Management • UC Berkeley Extension
• Business Administration & Management • Stanford Continuing Studies
• Southwestern Art • Santa Fe Community College

Certifications & Affiliations
• Product Marketing Alliance Core Certification
• American Management Association
• Consortium for Service Innovation
• Big Brother Big Sisters of New Mexico Volunteer
• LucasFilm Theater Quality Assurance Evaluator, THX Division
• Monte Del Sol School Foundation Board Vice President
• City of Milpitas Transportation Committee Member
• ITIL v3 Certified
• ISO 9000 Certified
• Film Festival Volunteer: Mill Valley Film Festival & San Francisco Film Festival
• New Mexico Film Office Advisor
• PAX Academic Exchange Student Host
• HP Diversity Council Let's Get Social Founding Committee Member
• HP YEN YOUniversity & Master Your Career Graduate
• HP WIN Woman Impact Network Participant & VIA Team Member

WEBSITE • LINKEDIN