

Daniel Chad Whitehouse

Creative Strategy & Digital Culture Director

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About Me

I'm a multidisciplinary leader, strategist, and builder of digital ecosystems where community, creativity, and culture converge. From leading \$400K+ monthly operations in collision repair to scaling an underground media brand with 150K+ fans, I've spent my life connecting people, systems, and stories that matter.

My approach is grounded in servant leadership, fueled by curiosity, and driven by purpose. Whether it's leading a remote team, coaching creators, gamifying training, or launching a festival—I bring structure, empathy, and momentum to every mission. I don't just build things that look good. I build things that work, evolve, and mean something.

Mission

To lead teams and projects that spark connection, inspire growth, and scale authenticity—both online and off.

Vision

To transform the way people engage with brands, content, and each other—through strategy, storytelling, and culture-first leadership.

Core Values

- **Empathy** – People first. Always.
- **Clarity** – Set expectations. Communicate honestly.
- **Creativity** – Find bold, human solutions.
- **Structure** – Systems matter. Structure sets people free.
- **Growth** – Stay learning. Stay humble. Stay leveling up.
- **Play** – Joy fuels momentum. Culture is built, not forced.

Professional Experience

Caliber Collision

Quality Virtual Support

Nov 2021 – Present | Remote / Lewisville, TX HQ

Audit, edit, and support repair estimates across a large DRP network to ensure compliance, accuracy, and profitability. Provide coaching, knowledge-sharing, and empathy-based support for customer pay teams and frontline technicians.

- Reviewed and corrected thousands of estimates to maintain DRP/OEM compliance
- Supported field shops with real-time feedback, documentation guidance, and cultural engagement

- Contributed to process improvement through shared best practices and peer coaching
- Strengthened team morale and consistency through active collaboration and empathy-driven communication

Core Skills: Estimate Accuracy · Process Standardization · Field Communication · Quality Control · Remote Engagement

Caliber Collision

Repair Specialist

Jul 2019 – Nov 2021 | Charlotte, NC

Managed the full lifecycle of repairs under the Geico 2.0 program, overseeing claim setup to delivery for high-volume collision operations. Prioritized customer satisfaction, trust, and clarity.

- Closed an average of **\$230K/month in repair volume** with a **0% return rate**
- Achieved **100% CSI survey scores** across all touchpoints
- Balanced customer communication, estimation, parts sourcing, and workflow coordination
- Led vendor, insurer, and technician relationships while meeting cycle time and KPI benchmarks

Core Skills: Claims Management · Operational Flow · Customer Retention · Cross-Functional Leadership

ABRA Auto Body & Glass

Pre-Operations / Production Manager

Jun 2018 – Jun 2019 | Pineville, NC

Directed daily operations and repair flow for a high-volume collision center. Managed production planning, blueprinting, parts procurement, team leadership, and DRP performance metrics.

- Managed **\$400,000+ in monthly sales**, overseeing **20+ team members**
- Maintained **97%+ CSI** and industry-leading cycle times
- Spearheaded Progressive and Geico 2.0 DRP pilot programs
- Drove over **50% gross profit margins** through repair plan strategy, team calibration, and vendor negotiation

Core Skills: Production Planning · KPI Execution · Leadership · Process Coaching · Workflow Optimization

Creative & Entrepreneurial Experience

Total Deathcore

Co-Founder & Digital Strategy Lead

Jan 2017 – Jan 2025 | Remote / North Carolina

Built a six-figure media brand and 150K+ member community focused on underground heavy music. Oversaw

strategy, branding, campaign design, content creation, creator management, and monetization—all while maintaining authenticity and scaling engagement.

- Led end-to-end campaigns for 40+ artists across merch drops, presaves, content rollouts, and digital events
- Hosted **Total Death Fest**, managing 500+ attendees, artist logistics, sponsors, and \$5K–\$10K in daily revenue
- Produced 100+ monthly assets (EPKs, blogs, AR filters, motion graphics, teaser ads, livestreams)
- Mentored emerging artists, designed Teachable onboarding courses, and gamified internal team processes
- Managed brand partnerships with Fifine, Valeton, Celestion, Snap Studio, and others
- Scaled social channels to: Facebook (98K), YouTube (27K), TikTok (10K), Instagram (9K)
- Created systems for UGC, XP-based contributor levels, SOP libraries, and custom onboarding templates

Core Skills: Brand Strategy · Content Ecosystems · Community Engagement · Influencer Partnerships · Digital Monetization · Gamification · SEO · Event Coordination · Creative Direction

Boy Scouts of America

Cub Master

Sep 2019 – Dec 2022 | Gaston County, NC

Led a year-round program for youth development focused on growth, structure, and emotional intelligence. Coordinated den meetings, ceremonies, family engagement events, and development milestones.

- Facilitated team-building, leadership training, and community values for youth ages 5–12
- Developed inclusive events, managed parent relationships, and implemented safety, learning, and behavior systems
- Practiced servant leadership, non-authoritative motivation, and public speaking in real-world developmental settings

Core Skills: Coaching · Youth Development · Emotional Intelligence · Program Design · Communication

Geek Squad – Best Buy

Counter Intelligence Agent

Apr 2010 – Aug 2012 | Syracuse, NY

Provided hardware/software troubleshooting and customer support. Specialized in empathy-led tech guidance and hands-on diagnostics for PC builds, networks, and OS support.

- Recognized 3x as Employee of the Month
- Delivered remote support and optimized systems for a diverse customer base

- Learned early how to combine tech fluency with people-first communication

Core Skills: Tech Support · Empathy · Remote Troubleshooting · Problem Solving

Technical Skills & Tools

Creative & Motion Design

Photoshop · Illustrator · After Effects · Premiere Pro · Canva · OBS · CapCut · Audacity · Lightroom

Marketing & CMS Platforms

Meta Ads · Google Ads · LinkedIn Ads · TikTok Ads · YouTube Studio · Mailchimp · Shopify · WooCommerce · WordPress · Teachable · Brandwatch · Hootsuite · HubSpot

Community & Streaming

Discord (roles, bots, gamification) · Twitch · YouTube Live · Multistream Systems

Workflow & Reporting

PowerApps · Microsoft Excel (Advanced) · Power BI (Basic) · Trello · Notion · Microsoft Teams · Google Workspace · Slack · Zoom

Development & Coding (Basic Proficiency)

HTML5 · JavaScript · Python · Visual Basic · Game Modding · Logic Gates · Scripting · UI Flow Mapping

Education

Master of Arts – Organizational Leadership (In Progress)

Southern New Hampshire University — Expected 2026

Bachelor of Arts – Organizational Leadership

Southern New Hampshire University — 2024

President's List (Summer 2024) · Dean's List (Summer 2022) · Multi-term Honor Roll

Additional Study & Certifications:

- I-CAR Platinum Estimator & Production Manager
- Lean Six Sigma (Process Improvement)
- Agile Leadership & Strategic Planning
- UX Design & Systems Thinking
- Emotional Intelligence & Psychological Safety
- Graphic Design & Branding (Coursera, Udemy, Alison)
- Programming: HTML5, JavaScript, Python, Visual Basic
- SHRM-Aligned Studies in HR, Culture, and Engagement
- Automotive Electronics, Diagnostics, Welding, Safety (Gaston College)

- Digital Electronics & Logic Systems (Onondaga Community College)

Soft Skills & Strengths

- Leadership with Emotional Intelligence
- UX-Centered Strategic Planning
- Coaching, Mentorship, and Culture Building
- Empathy-Driven Communication
- Content-Driven Storytelling
- Gamification & Motivation Strategy
- Project Ownership & Execution
- Agile Process Coordination
- Feedback Loops & Iterative Development
- Conflict Resolution & Team Alignment
- Public Speaking & Facilitation
- Cross-Functional Collaboration

Achievements Summary

- Scaled Total Deathcore into a six-figure brand with 150K+ audience reach
- Hosted 500+ person Total Death Fest and secured brand partnerships
- Managed \$400K+ monthly production operations and 20+ direct reports
- Designed Estimate Quest gamified training platform using Microsoft PowerApps
- Closed \$230K/month with 0% return rate and 100% CSI in repair operations
- Mentored dozens of artists, creators, and shop teammates across industries
- Authored strategic branding, UX, and onboarding systems across multiple platforms
- Built nonprofit platform *Level 99 Mindset* to support indie developers