



DAVID BARONA

GENERATIVE AI EDUCATOR & SME

📞 813 300 1813

✉️ davichobarona@gmail.com

📍 Denver, Colorado.

EXPERIENCE

Generative AI Consultant

Freelance
Denver, Colorado

12/22 - Present

Teaching agency leadership and creative teams how to select, use, and apply generative AI tools into their daily workflow and personal lives. Active workshops and courses include:

Intro to Generative AI. LLM Zero and Few-shot model training. AI Image Generation: Midjourney Mastery. AI Avatars & Presenters: D-ID, Hygen, Elevenlabs. AI Video: ControlNET, Runway, Wonder Dynamics, Kaiber

Vice President of Sales

Mile High Labs
Broomfield, Colorado

2018 - 2022

Led main B2B sales channel growth to \$5M/month peak. Personally generated \$25mm+ in high-value, B2B commodity and specialty product sales. Catalyst to Series A and B of \$100M in outside capital raise, eventually leading to acquisition by Patrón Tequila parent.

Creative Director

Kwippo Inc.
Denver, Colorado

2014 - 2017

With over \$5M in VC funding, I lead an agile team of six bringing to life a unique library of 3000+ super expressive GIFs for mobile messaging and social media. I managed high-level relationships and expectations, and delivered well-received, on-brand assets to a blue-chip roster of media partners:

Authentic Brands Group, Fox Studios, South Park, MGM Studios, Susan G Komen Foundation, The Humane Society.

EDUCATION

SUNY New York

AD Graphic Design
SA: ITA, CR, UY

2005 - 2007

3.8 GPA Honors

IADT - Tampa

BA Graphic Design &
Communications

2007 - 2009

4.0 GPA Suma Cum Laude

ABOUT ME

Husband, Father, Prompter, Observer, Thinker, Creator, Pentool Hero, Photoshop Pirate, Mountain-Man Wannabe, Story Teller, Participator, Flan Connoisseur, Font Book Worm, Tree Hugger, Aventurero, Beatkeeper, Judoka, Caleño, Networker, Talk-Walker, People Person, Feedback Worshiper, Door Knocker, Catalyst, Optimist, Closer.

I'm a serial early-adopter and tech-enthusiast, with a knack for pushing the envelope and boundaries of the latest and greatest creative tools available.

www.davichobarona.com
www.promptermag.com

EXPERTISE

- Research + Ideation
- Branding + Positioning
- Copywriting + Communication
- Content + Presentation
- Execution + Production

SKILLS

LLM Prompt Engineering
AI Image Generator Prompt Engineering
AI Video Generation & Manipulation
Zero/Few-shot learning
Generative AI B2B Training
2-D VFX + AI
Real-world AI asset-generation
AI-powered Biz Dev