DANIEL J. CROSSLAND

CREATIVE DEVELOPMENT ENGINEERING | TEAM LEADERSHIP | PERFORMING ARTS

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PROFESSIONAL SUMMARY

Creative technology entrepreneur, team leader, and performing artist with experience developing immersive experiences, leading multidisciplinary teams, and producing live entertainment. Co-developed virtual reality platforms, hired and developed 200+ employees, and performed an average of 260 shows annually for seven years. Combines technical development, creative production, and business leadership to bring ideas to life.

PROFESSIONAL EXPERIENCE

QuikTrip

2024 - 2026

2nd Assistant Manager (2A) | *San Antonio / Austin, TX*

- Managed daily store operations, including opening and closing, cash handling, inventory, and cash reconciliations.
- Supervised and trained team members, coordinated shift schedules, and resolved operational and customer service issues.
- Handled ordering, stock rotation, and merchandising while maintaining company safety and cleanliness standards.

OVRx / Mission3A

2017 - 2024

Co-Owner & Director of Virtualization Technology | *San Antonio, TX*

- Produced and managed a library of digital twins spanning nearly 300 Biblical historical locations.
- Filmed, produced, directed, and edited more than a dozen virtual reality experiences for museums, amusement parks, malls, universities, and conservancies across five states and three countries.
- Co-developed OVRView, a virtual reality deployment system, and OVRTour, a Holy Land iOS tour app that reached 4,000 subscriptions at its peak.
- Created and trademarked The Bibleverse, a Bible-based metaverse, and developed multi-user ecosystems on Polygon and Ethereum with NFT generation and custom-trained AI virtual guides.
- Delivered live product and technology presentations internationally, connecting with hundreds of organizations to support business development.

The Octagon Project

2015 - 2017

Creative Director & Project Manager | *San Antonio, TX*

- Managed and trained three video production engineers; coordinated scheduling, payroll, and incentive structures.
- Produced, directed, edited, and co-wrote 150+ virtual reality tours covering more than 200 locations in Israel and Jordan.
- Developed a virtual reality Bible reading plan for YouVersion with more than 18,000 completions and a virtual video player for mobile devices and third-party applications.
- Produced hundreds of promotional videos, led social media marketing, and co-designed the company website.

PROFESSIONAL EXPERIENCE, CONTINUED

Crossland Productions
2007 - 2015

Founder, Owner, Manager & Performer | Tulsa, OK

- Managed a 12-person team of musicians, lighting and sound engineers, promotional agents, booking agents, and venue managers.
- Directed booking, promotions, advertising, social media, web design, payroll, and performance scheduling.
- Performed an average of 260 shows annually for seven years across four states and hundreds of venues.
- Won the A.B.o.T. Award for Best Party Cover Band five consecutive years.

Guitar Center Inc.
2000 - 2011

General Sales - General Manager | Houston, TX / Oklahoma City & Tulsa, OK

- Grew annual store net sales from $6.5M to $8.8M while overseeing $1.6M in inventory.
- Achieved the highest number of positive customer service mentions among 214 stores for three consecutive years.
- Hired, trained, and developed 200+ employees; managed HR, sales, operations, payroll, inventory control, merchandising, and marketing.
- Developed a commission payroll calculator adopted companywide and created the company motto, "We help people make music."

SELECTED TECHNICAL SKILLS

Creative production: Adobe Premiere Pro, Photoshop, After Effects, Illustrator, Lightroom, Audition; Final Cut Pro, Logic, Pro Tools, Ableton Live

3D & immersive technology: Unity, Unreal Engine, Blender, Matterport, Reality Composer, CaptureReality, Faro Scene, Agisoft Photoscan, PTGui

Development & collaboration: Xcode, React Native, Amazon S3, WordPress, Jira, Confluence, Slack, Lucidchart

Business productivity: Microsoft Word, Excel, PowerPoint, Outlook; Google Workspace; Apple Pages, Numbers, Keynote; macOS and Windows

VOLUNTEER & COMMUNITY LEADERSHIP

Saint Andrew's Methodist | San Antonio, TX | Worship Leader | 2024

Tres Dias | Buda, TX | Worship Leader, Discipleship | 2023

Journey Fellowship | Selma, TX | Worship Leader | 2021 - 2023

MyChurchSA | San Antonio, TX | Worship Service & Broadcast Media Director | 2019 - 2021

210 Church | San Antonio, TX | Worship Leader | 2015 - 2020

Additional worship leadership: Rush Creek Baptist, Irving Bible Church, UTA Baptist Student Ministry, Castle Hills First Baptist, Cornerstone Christian, and Harvest Fellowship.