



# DARREN JAY

CANNABIS EXTRACTION  
&  
PRODUCT DEVELOPMENT

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SOUTHERN CALIFORNIA

## About Me

Cannabis industry professional with diverse credentials which combine tactical leadership, manufacturing management and customer service expertise with a strong business background, the ability to work collaboratively, and a commitment to achieving company goals. Proficient in overseeing operations and achieving set milestones, understanding marketplace needs & strategies needed to drive sales and ensuring proper merchandise presentation. Noted for insight and creativity in responding to operational needs and expectations with a strong ability to establish rapport with customers, gain trust, and build strong repeat and referral business. Reliable and respectful with a strong work ethic.

## Skills

LPG Extractor Operations

BHO Cured Product Types

BHO Live Product Types

Ethanol Extraction Operations

Distillation

## Career Highlights

### ● Extraction Manager, at Rizzock Extracts 2018 - 2020

Managed complete value chain of cannabis biomass through facilities including extraction via volatile solvents into a variety of products.

### ● Extraction Manager & Product Dev, at Gold Spottzz 2016 - 2018

Managed lab activities and headed product development as well as branding and packaging of finished goods.

### ● Sole Proprietor, at C&C Extracts 2015 - 2016

Acted as sole proprietor and laborer of craft scale cannabis extraction operations via volatile solvents into product types; shatters & crumbles.

### ● Sole Proprietor, at Lift Off Medicinal 2014 - 2015

Managed small scale delivery operations of cannabis to qualified patients under proposition 215 & SB 420.

## Knowlage Skills

Managment ●●●●●●●●●●

Compliance ●●●●●●●●●●

Corp. Coms ●●●●●●●●●●

Economics ●●●●●●●●●●

## Digital Competencies



## Hobbies and Interests



## More on my experience





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## Extraction Manager, at Rizzock Extracts

2018 - 2020

Rizzock Extracts is a Legal Cannabis Manufacturing and Distribution Company that started with a temporary licensing certificate moving into provisional with my help as Extraction Manager. An exclusive manufacturer for Real Talk Cannabis. My Employment obligations included hydrocarbon extraction, material admission, supplies stocking, item outtake preparation, management of packaging operations, facility tidiness upkeep, and offering advisory suggestions to the CE



## Skills Achieved

- Effective engagement of Legal syntax of communication and transfer between lawful cannabis companies.
- Implemented physical internal batch tracking system for easy data entry into metrc.
- In-depth understanding of Large Crew Cleaning frequency and standards processes to support 100+lbs extracted per day and growing.
- Initiated educative assimilation process for new employees and orientate them up to speed in a proper professional and team inspiring fashion.
- Strictly adhering to required compliance laws needed to maintain legal status in California commercial cannabis.

## Extraction Manager & Product Development, at Gold Spotzz

2016 - 2018

Gold Spotzz invested time and capital to build a brand from scratch for itself based on a complete distillation of all data sets that has been compiled by its 2 core members including myself. Pursuing the goal of increasing profits on every gram of cannabis product made to combat a trend of constant devaluing product wholesale prices. This brand was built to have layers of elements and content to show depth and legitimacy.

Gold Spotzz built out 5 product lines based on the experienced value and available market share which was compiled through our careers.



## Skills Achieved

- Facilitating and developing effective campaigns of supporting digital and physical sales media.
- Marketing targeted Ad campaigns with proper sales funneling.
- Systemizing tasks to optimize automatic resource or outsource job to an employee.
- In-depth understanding of data logging for manufacturing tracking software.
- Communication with Chinese equipment manufacturers to cut costs of certain machinery up to 80% and the needed paperwork and logistics to land freight safely
- Managed public relations and communications with large label printing factories both in china and US based. All included formatting and design needs required.
- Customer service skills and brand support to retailers and customers alike.



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## Sole Proprietor, at C&C Extracts

2015 - 2016

Invested into craft scale hydrocarbon processing equipment with the goal of understanding the foundational operations and statistics that are involved in being a cannabis product manufacturer and vendor. Mainly shatter was my desired end product but possible experimentation led to knowledge of sugars, budders, crumbles and other subcategories of concentrate consistency



## Skills Achieved

Created and produced a branded product with quality luxury appeal avoiding exact brand names and focusing on look and feel based solely on concepts of other luxury industries portray.

Sales and marketing experience, building relationships gaining trust with new clients; solidifying my product into their monthly intake.

Sourced quality material and understanding the signs of fresh, trichrome saturated biomass that yields light desirable product.

Understanding what larger establishments move in terms of volume and the contrasting needs the public has in certain areas and niches of the market versus others.

## Sole Proprietor, at Lift Off Medicinal

2014 - 2015

Established and managed a fully functional prop 215 compliant delivery service with Point of Sales tracking system. The business process involves running daily deals, monitoring inventory and gathering statistics on daily sales metrics. "Lift Off Medicinal" had active online rented ad space that portrayed cannabis with a clean trendy "From the City" look and feel. Its overall aesthetic portrayed in media for Lift Off contrasted surrounding competition with its simple modern minimalistic approach using white, black and high quality vector renders instead of the "ganja" themed, artist illustrated, mom and pop look that ruled the area for so long.



## Skills Achieved

Inventory management via point of sale software.

Monthly overhead/expense management and optimization.

Allocation of capital from a budget on diverse inventory for multiple audiences.

Dealing directly with large and small name vendors to keep attractive products in stock and nurture those relationships in good strength.

Managing an Online sales ad and structuring content to trigger a buyer response from new and returning customers.

Implemented a relatable infrastructure to support daily operations needed to run a delivery service; Order intake, Packaging Delivery and Logging.

Established a brand image, visual presentation that was relatable to a newer younger audience within a legal age.