



Dorian Bailey

North East, Pennsylvania · dorianbailey814@gmail.com · dorianbailey.com · [linkedin.com/in/dorian-bailey](https://www.linkedin.com/in/dorian-bailey)

Education

Penn State Behrend

Bachelor of Science, Marketing and Management Information Systems. *Expected 2027.*

Study across digital marketing, data analytics, information systems and the digital humanities.

Positions

Vanta House

Marketing assistant, June 2026 to present. A video-first content studio in North East. Content strategy and social campaigns across client accounts, SEO and digital campaigns, campaign analysis, and support on shoots and video production.

MetaZoo TCG

Event photographer. Commissioned coverage of the MetaZoo \$10,000 cash tournament at the Legends Expo Card Show in Monroeville, the Mothman Festival and the Green Eyes Festival.

Ventures

Better Selling With Bailey

Founder and owner, May 2026 to present. Estate sale management across Erie County. More than \$35,000 in client sales, including events of more than \$16,000 and \$8,000 in a single weekend. Valuation, pricing, promotion, day-of sales and cleanup, all handled personally.

Take The OddWay

Founder and builder. A road-trip discovery platform for cryptids, folklore, haunted places and roadside oddities, designed and built end to end in Next.js, TypeScript and Supabase, with its own shop.

Bailey MetaZoo

Creator. Short-form video on MetaZoo and cryptid folklore for YouTube and Instagram, including the VHS card-reveal series.

Photography

Photographer. Event, portrait, landscape and close-up work, 101 photographs in seven collections.

Recognition

YourErie.com, May 2026. A Better Selling With Bailey collector's sale in North East drew a crowd through heavy rain and wind.

Proficiencies

Marketing strategy, SEO, social media and content, sales and pricing, data analysis, event management, customer relations.

Photography and Adobe Lightroom and Photoshop; short-form video and video production.

HTML and CSS, Next.js and React, TypeScript, Supabase, Git and GitHub, and AI tools.
