**DANIEL WISE**

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| DIGITAL MARKETING SPECIALIST | | | |
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| |  | | --- | | CONTACT ME |  |  | | --- | | 202.615.2481 | | info@danielofdc.com | | Aberdeen, South Dakota | | [www.danielofdc.com](http://www.danielofdc.com) |  |  | | --- | | EDUCATION |   **English for Information Systems** Dakota State University | 2010  Madison, SD   |  | | --- | | SKILLS |  * Copywriting, Editing, Photography, Video, Design * Adobe CS, Adobe CC Express, Canva * Wordpress, Drupal, Microblogs * Windows, Mac, Microsoft Office, Word, Power Point, Excel * Advertising/Campaigns for Facebook, Instagram, Twitter, TikTok, SnapChat * MailChimp, Constant Contact, ActiveCampaign * Asana, Slack, Basecamp, Sharepoint, Hubspot * SEO/SEM, PPC, Email Marketing, CRO/CRM |  |  | |  | | --- | | WORK EXPERIENCE |  **DIGITAL MARKETING SPECIALIST***McQuillen Creative Group | Aberdeen, SD | 2020 - present* I established a digital marketing department to sell and provide social media management for local and national businesses and organizations. I supervised a junior graphic designer and consulted clients on best practices for digital marketing and communications.   * Built a digital marketing and social media management program based on industry subscription models. I pitched and sold this model to business owners, association executives, and government agencies. * Managed over 30 social media accounts, utilized organic and PPC campaigns, and conducted email marketing campaigns with customer journey workflows.  **INDEPENDENT CONTRACTOR***Daniel of DC | Washington, DC | February 2019 - June 2020* I produced content for digital and print media and managed collaborative projects from conception to execution. I worked in the private and public sectors with an emphasis on campaign and association frameworks.   * Provided consultation and guidance on marketing and social media best practices for branding, messaging, and visual cohesion. * Provided support marketing community projects and presented data from Google Analytics and related online platforms.  **MANAGER, MARKETING AND BUSINESS DEVELOPMENT***National Health Care Anti-Fraud Association | Washington, DC | August 2018 - February 2019* Developed and executed marketing strategies to promote NHCAA membership, education & training programs, and anti-fraud initiative activities by streamlining information and designs.   * Drafted and sent email communications to private insurer special investigations units and law enforcement agencies for the use of onboarding new members, white-listing marketing emails, and association information. * Led the marketing and coordination of a major health care anti-fraud convention that hosted over 3,000 guests and over 100 vendors. |
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