**DANIEL WISE**

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| DIGITAL MARKETING SPECIALIST |
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| CONTACT ME |

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| EDUCATION |

**English for Information Systems**Dakota State University | 2010Madison, SD

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| 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
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| 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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