

# Daniel J. Waldman

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<http://danielwaldman.wordpress.com>

## Summary

Web savvy communications specialist with experience using search engine marketing/optimization, paid and earned media and event planning to achieve strategic organizational goals.

## Education

M.A. in Communications  
Georgetown University

B.A. in English  
Loyola College of Baltimore

## Top 10 Skills

1. Versatile writer;
2. Strategic thinker;
3. Keen eye for detail;
4. Adept with using traditional and Web 2.0 PR and marketing techniques;
5. Multi-tasker;
6. Superb project management;
7. Effective relationship builder;
8. Works well in teams and independently;
9. Quick learner;
10. Fluent Portuguese, semi-fluent Spanish

## Experience

Planit (12/2007 – Present)

[www.planitagency.com](http://www.planitagency.com)

Sr. Public Relations Account Executive

*Develop and execute strategic public relations programs for a variety of Planit clients.*

- Work with clients to develop public relations goals and build comprehensive, strategic programs to achieve them.
- Execute client's public relations programs, including developing all PR collateral, conducting media relations, and direct audience engagement
- Work interdepartmentally to web content strategies, employing search engine optimization best practices and social media tactics.
- Occasionally write long-form marketing copy for client collateral.

The Rosen Group (8/2004 – 11/2007)

[www.AmericanCraft.com](http://www.AmericanCraft.com), [www.AmericanStyle.com](http://www.AmericanStyle.com),

[www.NICHEmag.com](http://www.NICHEmag.com)

Communications Director

*Created communications department that incorporated marketing, public relations, event planning and web development functions.*

- Developed and execute strategic communications plans for national trade shows and publications, incorporating both marketing and public relations strategies.
- Achieved visibility with key audiences through targeted paid and earned media placements, search engine optimization, search engine marketing and direct mail.
- Developed and distribute all print and web collateral for national trade shows.
- Spearheaded development and promotion of online wholesale marketplace
- Managed a team of marketing and web design and development specialists.
- Cultivated effective vendor relationships to ensure consistent and affordable results.
- Simultaneously managed multiple ongoing web and print marketing projects.
- Pro-actively manage a \$200,000+ budget.

References available upon request.

## The Rosen Group (continued)

### Public Relations Manager

- Developed and executed strategic public relations plans.
- Pro-actively developed and managed media relations.
- Administered and promoted two annual awards competitions.
- Increased website traffic during key promotional periods by 50%.
- Developed and managed Wholesale Matters blog (<http://buyersmarketblog.typepad.com/>).
- Developed and executed special events.
- Developed original PR measurement system.
- Managed online forum for artists and retailers.
- Pro-actively managed a \$100,000 budget.

*gnovis* (1/2002 – 5/2004)

<http://www.gnovisjournal.org>

### Managing Editor

- Managed a team of editors, volunteers and web designers to produce an online peer-reviewed academic journal for graduate students.
- Sought to expand audience outside of Georgetown University.
- Increased monthly website traffic by nearly 50%. Developed and expanded online content to include multi-media projects.

### Peer Review Manager

- Actively solicited submissions for publication from students.
- Managed a team of volunteer peer-reviewers.
- Worked to ensure consistent style and quality of published works.

*Visa International* (3/1996 – 2/2004)

Various positions held, including Customer Service Associate, Customer Information Associate and Online Communications Specialist.

References available upon request.