

Daniel J. Waldman

712 Westover Rd., Pikesville, MD 21208

443-326-3444

djazzie@verizon.net

<http://danielwaldman.com>

Summary

Web savvy public relations specialist with experience in developing multichannel communication programs using media relations, blogging, social networking, search engine marketing/ optimization, paid media and event planning to drive 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 digital 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

Freelance Digital Marketing Consultant (10/2009 - Present)

www.danielwaldman.com

Develop and execute digital marketing strategies on behalf of clients, with services including:

- Message development
- Content strategy
- Digital copywriting
- Social media content development
- Social networking
- Online media relations
- Online brand monitoring
- On-page Search Engine Optimization
- Online advertising management, including media planning, PPC management and banner management
- Web marketing training

Planit (12/2007 – 10/09)

www.planitagency.com

Sr. Public Relations Account Executive

Developed and executed strategic public relations programs for a variety of Planit clients.

- Collaborated with clients to develop public relations goals and build comprehensive, strategic programs to achieve them.
- Executed client's public relations programs, including developing all PR collateral, conducting media relations, and direct audience engagement.
- Worked with advertising and PR clients to develop key messaging through research and brainstorming.
- Worked interdepartmentally to develop web content strategies, employing search engine optimization best practices and social media tactics.
- Wrote long-form marketing copy for client collateral as needed.

References available upon request.

The Rosen Group/Rosen Media (8/2004 – 11/2007)

www.AmericanCraft.com, www.AmericanStyle.com, www.NICHEmag.com

Communications Director

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

- Developed and executed 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.
- Spearheaded development and promotion of online wholesale marketplace.
- Developed and distribute all print and web collateral for national trade shows.
- 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 managed a \$200,000+ budget.

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.

Volunteer Activities

Chair, Marketing & Curation Committee, TEDxMidAtlantic

Committee Member, St. Vincent de Paul of Baltimore Communications Board Committee

Personal Projects

www.WeeklyWritingAssignment.com

www.TVPsychic.info

References available upon request.