

Daniel Hanson

I am a driven, creative, and self-sufficient individual seeking a challenging and rewarding career in communications. With my diverse education and training in various modern media and experience in project management, I am open to working in a wide range of positions.

Work Experience

SMI, Senior Social Media Analyst, 2016-2017

I created digital investigations on individuals and organizations, while independently and regularly working towards new projects, accounts, and best practices within our firm. I maintained a strong working relationship with many clients, and worked closely with them to provide products that fit their needs.

Freelance Web and Social Media Consultant, 2013-2017

In the capacity of contract and freelance work, I have written copy, managed social media, designed graphics, and other communications-oriented tasks for an array of small and large clients, including Dick's Sporting Goods and local political campaigns. Some examples of my work are available [on my website](#).

Duquesne University, Graduate Student Assistant, 2013-2014

Under the purview of the Journalism Department, I occasionally taught classes for absent faculty and maintained the department's student equipment rental system.

Volunteer Organizer, 2016-2017

As an organizer for large-scale local progressive movements, such as events around 2017 International Women's Day and 2017 May Day immigrant justice march, I have been in charge of controlling publicity, writing press releases and other publicity materials, coordinating work across diverse coalitions, and independently managing web content.

Education

College of Wooster, 2008-2012, Bachelor of Arts in History

Studies culminated in an exhaustive 106-page senior thesis examining the role of immigrants in the American Labor Movement

Duquesne University, 2013-2014, Master of Arts in New Media Management

Curriculum focused on public relations, multi-platform writing, market and audience research, and communications theory.

CSMIE Certification, 2016

Certification followed exhaustive training in social media and web investigation through industry standard program offered by McAfee Institute on digital intelligence

Studies toward ACFE Fraud Examiners' Exam, 2016

Studied fraud detection and prevention strategies for digital and finance, as well as techniques for fraud investigation.

Core Skills and Program Proficiencies

Digital Investigation · Graphic Design · Copywriting · Social Media Management · Digital Layout
Audience Research · User Experience · Technical Writing · Project Management · Basic Accounting · Invoice Management · Advertising Strategy · Quality Assurance · Email Campaigns · Press Releases · Basic SEO

Adobe Photoshop · Adobe InDesign · Adobe Dreamweaver · Microsoft Excel · Microsoft Word
· Microsoft Outlook · Wordpress CMS · SQL · Email Marketing Platforms · Google Adwords
Google Analytics · Google Webmasters · All major Social Media platforms

danielphanson12@gmail.com · 4126066951 · danielphanson.com · @DanielPHanson

References available upon request