

# Daniel Roers

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## PROFESSIONAL EXPERIENCE

Visitation School | **Digital Media Content Specialist** | Minneapolis, MN Sept 2023 - Present

- Capture daily activities of the school including the arts, clubs and 13 athletic activities with a Sony a7iii, edited for social media, marketing, admission and advancement campaigns.
- Design and manage printed material for athletic signage, admissions brochures, flyers, advancement fundraising brochures, etc.
- Assist in budget management for the marketing department, ensuring effective allocation of resources to maximize ROI.
- Manage and create compelling website content along with managing SEO and Google Ads.
- Oversee the workflow coordination of internal stakeholders while also spearheading the creation, editing, and meticulous proofreading of weekly email marketing materials.
- Collaborate with the advancement team to conceptualize and expand fundraising events marketing effects, resulting in substantial growth of the yearly donations.
- Successfully elevated social media presence by enhancing follower base by 4% and boosting engagement metrics by 90%, alongside crafting compelling content tailored for various social media platforms.
- Develop and manage content for multichannel communications campaigns to captivate internal and external audiences and grow enrollment.

**Freelance Digital Marketer** Sept 2023 - Present

- Led the comprehensive rebranding initiative for a bowling alley and bar, conceptualizing and executing new brand identities, including logos, restaurant aesthetics, website revamp, and social media content, resulting in a substantial boost in brand visibility and recognition.
- Developed engaging social media content and interactive graphics to drive tourism promotion initiatives.
- Produced and edited promotional videos tailored for a boxing gym, aimed at enhancing membership acquisition.

St. Andrew's Episcopal School | **Videographer, Photographer, Editor** | Jackson, MS Dec 2021 - Sept 2023

- Supported all school divisions to produce top-tier marketing materials, including approximately 20 promotional videos, 12 podcasts, and several hundred published photos annually.
- Collaborated with the Admissions team to create comprehensive marketing assets, utilizing photography, graphics, and promotional videos filmed with a Sony Cinema Line FX3. These materials played a pivotal role in driving a 5% increase in applications.
- Documented daily activities and year-round athletic events utilizing a Sony a7iii camera, with subsequent editing tailored for social media graphics and campaigns.
- Worked closely with coaches to conceptualize and produce dynamic marketing materials, including hype videos and jumbotron motion graphics, aimed at promoting and enhancing participation in athletic activities throughout the school.
- Produced compelling promotional videos for the theatre department, resulting in a 3% boost in ticket sales compared to the previous year.
- Photographed and edited images for fundraising campaigns within the Advancement department, contributing to an 8% increase in the annual fund.

Lakes Area Theatre | **Multimedia Coordinator** | Alexandria, MN May 2017- Dec 2021

- Led and executed comprehensive social media marketing strategies, resulting in a significant 20% increase in Facebook reach. Pioneered the successful launch of an Instagram account, expanding the organization's online presence and fostering meaningful engagement with the target audience.
- Launched podcast streaming initiative, achieving an average of 30 downloads per episode, demonstrating effective audience engagement and content resonance.

- Collaborated closely with corporate clients to deliver voiceover materials tailored for internal training programs, ensuring clear communication and effective delivery of key learning content.
- Oversaw and orchestrated the technical aspects of recording weekly live radio shows, ensuring seamless production and broadcast quality.
- Utilized Adobe Audition to expertly edit 30-minute shows, tailored for broadcast on local radio stations, ensuring high-quality content delivery and audience engagement.
- Demonstrated sales prowess through proactive cold calling and targeted email campaigns, driving a remarkable 60% expansion in radio marketplace saturation.
- Coordinated community outreach efforts, which encompassed managing the concessions table and engaging with community members via social media platforms to foster meaningful connections and enhance the organization's presence within the community.

## **EDUCATION**

University of Northern Iowa | Cedar Falls, IA  
Bachelor's Degree in Digital Media Productions

Graduation: May 2020

## **SKILLS**

Copywriting, Content Creation, Photography, Videography, Social Media Management, Management, Fundraising, Script Writing, Blog Writing, Sports Photography, Sports Videography, Editing, Adobe Creative Suite, Audacity, Google Drive, Microsoft Products, Graphic Design, AVID, Presonus, Facebook, Twitter, Instagram, Sports Marketing, Sony Cameras, Adobe Premiere Pro, Adobe After Effects, Adobe Lightroom Classic, Multicam Productions, Communication Skills, Google Ads, SEO, Storyboarding, Sound Editing, LED Lights, Adaptive