

Daniel Roers

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PROFESSIONAL SUMMARY

Dynamic Digital Media & Marketing Specialist with 7+ years of experience producing high-impact video, photography, and multimedia campaigns that grow audiences and drive engagement. Skilled at transforming stories into compelling visuals that increase enrollment, fundraising, and community participation. Known for creative problem-solving, hands-on production expertise, and a passion for building authentic brand connections.

PROFESSIONAL EXPERIENCE

Freelance Marketing Manager

09/2023 - Present

- ❖ Boosted membership acquisition for a boxing gym by producing and editing high-impact promotional videos, showcasing the gym's unique offerings.
- ❖ Direct fundraising and marketing strategies for community theatres, achieving a 3% increase in annual donations through targeted outreach and compelling messaging.
- ❖ Assist in sports photography and editing for local varsity athletic programs.
- ❖ Manage marketing and creative content for a local K-8 school, driving increased awareness and fostering stronger community engagement through strategic content planning and execution.

Visitation School | **Digital Media Content Specialist** | St. Paul, MN

09/2023 - 08/2025

- ❖ Produced, filmed and edited promotional videos, including a Montessori program that obtained over 80,000 views on social media and grew our Montessori program by 100%.
- ❖ Produced and edited daily media content across arts, clubs, daily activities and athletics.
- ❖ Designed and managed print and digital collateral that directly support admissions and advancement.
- ❖ Oversaw the workflow coordination of internal stakeholders.
- ❖ Successfully elevated social media presence by enhancing follower base and boosting engagement metrics by 62%.
- ❖ Developed and managed content for multichannel communications campaigns to captivate internal and external audiences and grow enrollment.

St. Andrew's Episcopal School | **Videographer, Photographer, Editor** | Jackson, MS

12/2021 - 09/2023

- ❖ Supported all school divisions to produce top-tier marketing materials, including approximately 50 promotional videos, recurring podcasts, and several hundred published photos annually.
- ❖ Collaborated with the Admissions team to create 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.
- ❖ Worked closely with coaches to conceptualize and produce dynamic marketing materials, including hype videos and jumbotron motion graphics.
- ❖ Produced compelling promotional videos for the theatre department, resulting in a 3% boost in ticket sales compared to the previous year.
- ❖ Created digital collateral for fundraising campaigns within the Advancement department, contributing to an 8% increase in the annual fund.

Lakes Area Theatre | **Multimedia Coordinator** | Alexandria, MN

05/2017- 12/2021

- ❖ Managed 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.
- ❖ Demonstrated sales prowess through proactive cold calling and targeted email campaigns, driving a remarkable 60% expansion in radio marketplace saturation.
- ❖ Collaborated closely with corporate clients to deliver voiceover materials tailored for internal training programs.
- ❖ Oversaw and orchestrated the technical aspects of recording weekly live radio shows, ensuring seamless production and broadcast quality.
- ❖ Utilized Adobe Audition to edit 30-minute shows, tailored for broadcast on local radio stations, ensuring high-quality content delivery and audience engagement.
- ❖ 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

LINKS

Professional Website: www.danielroers.com, LinkedIn: www.linkedin.com/in/danielroers

VOLUNTEER EXPERIENCE

Theatre Pro Rata | **Board Member** | Minneapolis, MN

03/2024 - 06/2025

- Guided marketing strategy to increase audience turnout.
- Built community engagement through events and inclusive programming.