

DANIEL STEWART

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Education:

University of Missouri at Columbia, MO
Bachelor of Journalism, Communications
Minor in English, Multicultural Studies

Graduation date: May 2019
Magna Cum Laude Honors
8x Dean's List

Professional Experience:

Fishman Public Relations; Chicago, IL

March 2024-Present

Account Supervisor

- Assist in the creation and organization of PR events for government agencies and clients.
- Develop PR plans and crisis strategies for clients.
- Write bylines and articles on behalf of clients.
- Mentor junior PR professionals to support their growth and development goals.
- Create large event plans including strategy, goals, budget and tactics.

Account Executive

March 2023-March 2024

- Lead client-facing PR efforts for 14 different franchise businesses between local, national, and international media.
- Ideate, write, and pitch unique press releases and pitches on behalf of each franchise client to bolster their franchise system growth with media support.
- Generate franchise business leads for each client with secured press coverage.
- Launch agency's pilot podcast content program.
- Secure national news coverage for several clients on CBS News, FOX News, Parade Magazine, and more.
- Represent agency at in-person client sessions to foster the growth of client business relationships.

Club Champion; Willowbrook, IL

January 2022-February 2023

Marketing Associate

- Initiate social media pages and write web copy for new E-Commerce platform.
- Create and monitor digital assets for company's new website on a daily basis.
- Head of Company's Charitable Initiatives, donated over \$100,000 in goods and services in 2022.
- Rework YouTube channel strategy to increase subscriber rate and channel views by over 100% from 2021.
- Engage advertising partners and create social media ads for company podcast.
- Ideate and create social media advertisements for company's record profit year.
- Oversee all previous duties as PR and Social Media Marketing Assistant

Social Media and PR Marketing Assistant

December 2020-January 2022

- Lead public relations efforts of international multi-million dollar sporting goods company, garnering over 1 billion media impressions in 2021.
- Administer company's social media accounts for all platforms and answer customer questions and reviews on forums and business suites.
- Engage with social media influencers, celebrities, and athletes to create content.
- Responsible for total social audience growth of over 20,000 followers in 2021 with over 45 million impressions across all social platforms.
- Create, produce and edit company's *Fits With the Founder* Podcast, ranked in iTunes' Top 100 Global Golf Podcasts.

Professional Experience Cont'd.:

Chicago White Sox; Chicago, IL

January 2020-November 2020

Public Relations Associate

- Develop story opportunities and media events for Chicago White Sox both pre and post-pandemic.
- Mediate media events and scrums between local and national media and professional athletes.
- Track and monitor media mentions from events that garnered billions of impressions.
- Main contributor to the *Inside the White Sox* blog, writing the *Heroes Beyond the Diamond* series, several *White Sox Magazine* features, and a Tim Anderson article featured in *Sports Illustrated*.
- Organize, plan, and promote the massive in-person SoxFest Fan Convention and *Game Changers* the virtual event panel series.

Pawtucket Red Sox; Pawtucket, RI

May 2018-September 2019

Community Relations and Social Media Intern

- Initiate social media accounts for the team's relocated identity in Worcester, MA while working remotely in Columbia, MO and in-person in Pawtucket.
- Administer and analyze follower analytics for team's social media accounts, growing the audience to over 200,000 across all social media platforms.
- Oversee McCoy Stadium's Fan Center and serve as a liaison to the Red Sox in the ballpark and the community.
- Produce and perform pre-game, in-game and post-game ballpark operations and sponsored events.
- Represent organization in its 50 Acts of Kindness for Rhode Island before team's relocation.

Columbia Missourian; Columbia, MO

August 2017-January 2019

Sports Reporter, Utility Reporter and Editor

- Perform extensive research, conduct interviews and attend events to report on.
- Write game previews, game recaps and feature stories for publication.
- Allocate skills to write both local and state government as well as higher education and community beat articles.
- Create/promote articles and advertisements from the publication's social media accounts.
- Work in conjunction with other journalists to produce an award-winning publication.
- Edit content and headlines for publication.

Skills:

- Expert writing skills.
 - Press release and media advisory writing.
- Social media and social trend expertise.
 - Encyclopedic pop-culture knowledge.
- Strong video, audio, and photo editing abilities.
 - Experience with Adobe Software, Microsoft Office, Final Cut PRO and iMovie.
- PR Software Expertise
 - Cision, Critical Mention, Meltwater, Muck Rack, Qwoted, and more.
- Host, edit, produce and promote two professional podcasts in free time.
 - *Creatively Challenged Podcast* and *Character Theory Presents: Binging and Bickering*
- Eidetic memory.
- Crisis Communications and Quick PR Response Reactions.
- Strong knowledge in SEO and social media data analytics.
- Able to work independently or with a team.
- Excellent communication skills, personable, and honest.
- Excellent problem-solving skills.

References Available Upon Request