



Daniel Senyard

Writer and Project Manager

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*Project Management ... Marketing Campaign Planning, Execution and Analysis ... Artistic Direction ...
Social Media Management ... Marketing and Copy Writing ... Technical Writing ... Editorial Writing ...*

PROFESSIONAL EXPERIENCE

Keller Williams Realty International (Corporate Office)

Austin TX

Account Manager, Feb, 2009 – Feb, 2010

Research, develop, implement, complete and analyze marketing/product launch plans considering target audience, co-promotional opportunities, budget and timing needs. Write copy and provide creative direction to designers and other creative staff for both print and web marketing pieces.

- Developed, implemented and managed marketing campaign that increased donations to non-profit arm, KW Cares, by 70 percent (\$650,000) compared to previous year.
- Developed, implemented and managed marketing campaign for Family Reunion 2010, the U.S.A.'s largest private franchise real estate convention.
- Project managed and provided creative direction for signage component of company convention, comprising of 150 separate pieces.
- Worked as part of the marketing team for Nielsen BookScan's Best-Selling Real Estate Book of 2009 and the second best-selling book on Amazon.com, *SHIFT: How Top Real Estate Agents Tackle Tough Times*.
- Manage internal and external design resources.
- Research, write and layout email campaigns, Web pages, newsletter articles and print collateral.
- Write keyword-rich content and optimize Websites for SEO.
- Manage, contribute content and grow a variety of social media profiles and pages.
- Ghostwrite emails and letters for top executives.
- Monitor and respond to marketing queries and requests of all Keller Williams Realty agents through helpdesk software.

Marketing Coordinator, 2008 - 2009

Served as first contact between marketing department and internal business units; ensuring consistent messaging. Wrote copy for both online and print communiqué and maintained marketing directory and archive.

- Wrote, created graphic elements and laid out weekly newsletter that was distributed to more than 70,000 real estate professionals.
- Ghostwrote emails and letters for top executives.
- Tracked effectiveness and archived marketing communiqué, including newsletters and magazine articles, and emails.
- Monitored and responded to marketing queries and requests of all Keller Williams Realty agents through helpdesk software.

FILTER STUDIOS (Digital Design and Production Firm)

Seattle WA

Traffic Coordinator, 2007

Provided support and planning for a team of digital design project managers. Co-managed various projects for clients including Microsoft and Amazon.

- Co-managed, provided back-end support, and coordinated various projects, including:
 - *Microsoft Vista* icon keywording
 - *MSN.com* homepage photo editor team
- Researched, interviewed and wrote a series of project case studies that were published on company Website.
- Copyedited monthly newsletters for all four West Coast FILTER offices.
- Set up templates, managed, and coordinated propriety information within SharePoint.
- Archived project assets and gathered artwork samples for portfolio.
- Set up new employees with payroll and benefits.

FILTER TALENT (Digital Media Staffing Firm)
Bellevue WA

Administrative Assistant, 2006-2007

Provided scheduling, planning, data entry and copywriting support to a team of creative recruiters.

- Wrote invitations and notification send-outs using basic Publisher and Photoshop.
- Copyedited company-wide monthly newsletter and wrote blog entries on www.filtertalent.com.
- Database entry and maintenance.
- Coordinated complex domestic and international travel, and multistage event planning.

EDUCATION

BCC (Bellevue Community College), Bellevue, WA, 2006-2007

- Certificate in Technical Communication (focus: Technical Writing)

Antioch, Santa Barbara, CA, 2004-2006

- BA in Creative Writing and Communication

University of Pretoria, Pretoria, South Africa, 2001, 2002-2003

- Classes towards a BA in Education and English

SKILLS

Writing	InDesign
Editing	Excel
html	Outlook
SharePoint	Illustrator
Photoshop	Dreamweaver
Word	Contribute
	Arial

VOLUNTEER WORK

Editorial, copy and content producer:

- [Treeswing](#)
- [Helping Link](#)
- [The Center for Ethical Leadership](#)
- [Thomas C. Wales Foundation](#)

Online portfolio available at www.dsenyard.com.

References available upon request.