



EXPERIENCE

ZSUITE TECH

JULY 2022 - APRIL 2023 (REMOTE)

Associate creative director – webinar production, podcast production, full company rebrand, market research, technical infographics, user guide videos, digital ad campaigns, emails, collateral, website, client support center, social media, audiograms, videos, sales proposal.

FREELANCE

JULY 2010 - CURRENT

I help identify pain points in clients' messaging and solve them with user-centric frameworks such as JTBD and StoryBrand. I've worked as an outside consultant guiding internal teams and as an individual contributor. Relevant industries include fintech, climbing, oil and gas, sporting gear, fine dining, luxury goods, personal development, and travel.

KASASA

NOV 2015 - 2022 (REMOTE)

Senior B2B copywriter, podcast host and producer – email marketing, direct mail, blogs, sales funnels, collateral, videos, digital advertising, annual reports, executive ghost-writing, technical white papers, employee handbook, culture manual, employee training.

DANIJOHNSON.COM

OCTOBER 2012 - APRIL 2015 (KERRVILLE, TX)

Direct response copywriter – marketing automation, digital advertising, websites, e-commerce, email, ebooks.

RESULTS

- ✦ Wrote and produced Builder, Banker, Hacker, Chief
- ✦ Rebranded ZSuite Tech
- ✦ Won a silver W3 award for Thinking Outside the Vault podcast (2020)
- ✦ Won a bronze Telly award for product explainer video (2020)
- ✦ Wrote, hosted, and produced Thinking Outside the Vault podcast
- ✦ Wrote blogs for IT consultancy that increased organic traffic 400%
- ✦ Planned and launched e-commerce site Vaudeville.com
- ✦ Managed 3 online campaigns that generated \$82K
- ✦ Increased monthly subscriptions by 600%
- ✦ Wrote print ad campaign that generated \$26M in product orders

CREATIVE SKILLS

Advertising
Brainstorm facilitator
Copywriting
Event MC
Journalism
Market research
Publishing
Podcast production
Video production

TECHNICAL SKILLS

Adobe CC
✧ Audition
✧ Illustrator
✧ InDesign
✧ Premiere Pro
Google Drive
HubSpot
Jira
Office 365
WordPress
Zencast

DEGREE

Pratt Institute - BFA 2009
Writing for Performance,
Publication and Media