

Daniel McGlynn

CONTENT MARKETING STRATEGY

470 Carlston Street
Richmond, California
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PROFESSIONAL OVERVIEW

Hands-on, content-first marketing and communication professional with over 12 years of experience specializing in driving strategic outcomes through messaging and storytelling. Passionate about taking complex ideas and making them accessible while delivering new projects that generate growth. Looking to leverage my skills in content production and marketing at a forward-thinking company committed to excellence and innovation.

RELEVANT EXPERIENCE

Tri-Town Media / Co-Founder & Head of Content

2020 - Present / Richmond, California

- Served as editor-in-chief for a fast-growing content-driven company and took it from an idea and a handful of Google Docs to generating ~\$2 million in annual revenue through owned SEO and performance marketing media
- Continually updated content plans and strategies to respond to changing market demand, business conditions, revenue, budget and ROI while shepherding short-term and long-term projects from idea to revenue-generating content
- Hired and managed a team of freelance writers and content producers with an eye toward growing trust and brand authority
- Worked with and managed a distributed marketing team and continually reviewed content strategy for clarity and alignment for niche-specific email marketing campaigns
- Created company infrastructure to regularly review, monitor, manage, and scale content operations including use of AI prompts and workflows, and provided trainings and guidance to teammates when necessary
- Designed and grew individual product brand (style and tone) identities (information architecture) through content and messaging, examples include *Cybersecurity Guide* and *Tech Guide*. Monitored feedback, traffic, and engagement data to make content decisions
- Launched two podcasts and supporting social media (LinkedIn and YouTube) to drive engagement and reinforce authority and expertise while also providing great site content

Contract Content Management/ Content, Strategy, Management and Go-To-Market Support

2020 - 2023 / Richmond, California

- Operating as a one-person Swiss-Army-knife-like agency executed projects designed to find alignment between marketing content and business objectives or converting high level strategies into actionable content both at early startups and internet-scale companies
- Applied creative thinking and copywriting to brand experience projects and touch points including in-product messaging and updates, weekly email newsletters, company webinar support, annual report-style writing, thought leadership, and op-ed pieces
- Developed go-to-market strategies and helped clarify company narrative, brand, or positioning for business development or outside investment against the backdrop of a complex and fast-moving digital asset and decentralized finance space
- Worked with companies including Abra, Dfinity Foundation, Earnity, Coinme, and CryptoLiteracy.org

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Abra / Content Writer

2018 - 2020 / Mountain View, California

- Managed the creation and execution of strategic communication plans and product messaging targeting a global audience and aligned with themes of digital asset literacy, investing, and product updates
- Attended industry events to meet product users
- Wrote and edited a range of content including reports, infographic text, bylined company blog articles and updates with a target audience of millions of global users
- Managed the creation and publication of a regular newsletter (~75,000 subscribers) by writing stories, commissioning freelance pieces, and developing timely content themes
- Collaborated on international PR pushes including creating content (press releases, product guides, and video content) and develop PR relationships, and wrote op-eds for the executive team with the goal of securing earned media coverage from journalists and industry media
- Found ways to grow and engage the Abra audience including launching a video and podcast series, infographic partnerships with Visual Capitalist, a graphic novel digital asset explainer series, and an ebook (briefly captured best-seller in finance ebook spot)

UC Berkeley, College of Engineering/Associate Director of Communications & Associate Magazine Editor

2012 - 2018 / Berkeley, California

- Wrote and edited news stories and narrative features that covered a range of technical disciplines and scientific research for a biannual Berkeley Engineer print magazine with a global readership (~50,000 print) Contributed on a daily basis as a writer and editor to digital news and email newsletter products
- Was part of the creative team that redesigned and relaunched the brand supported by the print magazine (from *Forefront* to *Berkeley Engineer*) and redesigned and relaunched the college's website (brand transition from College of Engineering to Berkeley Engineering)
- Collaborated and managed the expectations of various stakeholders including faculty, fundraisers, university staff, leadership and executive team, and the external audience of tens of thousands of engaged alumni
- Converted an ad-hoc digital media and social media presence into a cohesive strategy and led a group of colleagues from other departments to work towards brand unification and messaging support
- Over time, grew the social media audience to tens of thousands of followers across X (formerly Twitter), LinkedIn, and Instagram
- Managed freelance writers, photographers, and designers to produce print and digital content and managed student interns to create images and video content for social media
- Wrote executive communications including speeches, event remarks, op-eds, and thought leadership-style pieces for distribution to industry media and mainstream media

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Independent Journalist / Freelance

2006 - 2016 / Richmond, California

- Researched, pitched, reported, and produced print and multimedia stories for local, regional, and national publications
- Developed topical awareness to engage with subject experts across a variety of academic fields and research topics mainly covering science, technology, engineering, and environmental issues.
- Bylines include: *Estuary News, Earth Island Journal, Bay Nature, The California Health Report, The Bay Citizen, The New York Times Magazine, Discover, Sierra, CQ Researcher, Make: Magazine*, and others

Peace Corps Volunteer / Environmental Education

2003 - 2005 / Puerto Diaz, Nicaragua

- Promoted environmental education and teacher training in rural Nicaragua by designing and implementing projects with limited resources

EDUCATION

University of California, Berkeley / Master of Journalism

Master's degree in environmental and science magazine writing

University of Colorado, Boulder / Bachelor of Arts

Bachelor's degree in environmental studies

VOLUNTEER

East Bay Bombers / Assistant coach

2020 - Present / Pinole, California

Work with local youth to develop a championship-caliber travel baseball team