

Daniel Velasquez Wilson

Marketing Specialist

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Experienced Marketing Director & Communications Specialist in Fortune 500 companies. Expert in internal communications and global intranet management. Skilled in social media and executive communications. Ready to drive social media strategy aligned with business objectives, optimize content, engage communities, and enhance brand presence across diverse platforms.

Work Experience

Marketing Specialist

Jan 2024 - Present

Athletes Unlimited | Phoenix

- Spearheaded initiatives to raise awareness and drive engagement leading up to the Athletes Unlimited Volleyball season.
- Orchestrated on-site activation at multiple volleyball tournaments and events, including setup of AU tents, tables, and banners. Interacted 222 E Jefferson St #2404 Phoenix AZ 85004 United States (725) 221-0357
- *dvelasquezwilson @ gmail.com*
- with event attendees, distributed ticket sales collateral and promotional items, and collected data on potential prospects.
- Distributed ticket sales collateral across local areas including volleyball clubs, recreation centers, and sports bars to maximize community outreach.
- Leveraged established networks within the volleyball community and Phoenix area to facilitate introductions for Athletes Unlimited ticket sales team, effectively boosting attendance.
- Collaborated closely with Athletes Unlimited marketing, ticketing, and group sales department's to execute game day activations and ensure seamless event operations.

Communications Director

Jan 2022 - Mar 2024

Freeport MacMoRan | Phoenix

- Spearheaded the development, creation, and management of all communication initiatives supporting the company's migration to SAP's cloud-based solution project, Transform for Value.
- Led communication efforts for the organization's change management teams, including event planning, crafting change management communications, and fulfilling diverse roles.
- Developed a comprehensive multi-year communications strategy to drive adoption and engagement within the company's change network, spanning over 500 employees across 33 global sites.

Internal Communications Specialist

Jan 2021 - Dec 2023

onsemi | Phoenix

- Managed global corporate intranet and formulated effective communication strategies for 36, 000 employees across multiple worldwide locations.
- Conducted regular user analysis and feedback sessions to ensure intranet content and functionality aligned with employee needs.
- Coordinated with cross-functional teams to maintain consistent messaging and branding across internal communication channels.
- Oversaw planning and execution of large-scale virtual events, webinars, and training sessions using diverse communication platforms.

- Redesigned multiple corporate internet sites, including an acquisition site for onboarding 1, 000 employees, a corporate headquarters hub synchronized with a headquarters building move, and a site updating employees on corporate Indy car sponsorship with McLaren
- Monitored intranet analytics and generated regular reports for leadership on intranet engagement and usage metrics.

HR DEI Communication & Policy Specialist

Jan 2021 - Dec 2022

onsemi | Phoenix

- Published and distributed content on Diversity, Equity, and Inclusion (DEI) policies and practices in global employee magazine, blog, and news outlets, reaching an audience of over 100, 000 readers worldwide.
- Managed HR department's sustainability initiatives, including compiling the sustainability report and overseeing global communication channels for the DEI program, leading to heightened engagement across 36, 000 employees globally.

Director, Social Media

Jan 2016 - Dec 2020

Missouri Valley College; Marshall

- Generated and managed social media content for women's volleyball across various platforms, contributing to a 20% growth in followers.
- Partnered with the athletic department to enhance promotion of games and events, achieving a 53% rise in attendance and heightened brand visibility.

Projects

Core Skills

Strategic media relations, Brand development and management, Digital marketing (SEO, SEM, PPC), Stakeholder relations, Content development and storytelling, Strategic marketing planning, Social media strategy and management, Campaign management, Leadership and team management, Engaging Content, Media Management, Mental Health, Social Channels, Social Media Campaigns, Social Media Management, Brand Identity, Content Production, Social Media Metrics, Social Platforms, Business Growth, Campaign Concepts, Candidate Screening, Data-Driven, Financial Support, Talent Acquisition, Self-Care, Resource Planning, Product Launches, Photography, Increase Engagement, Hiring Process, Creative, Hard Working, Ability To Collaborate Effectively, Leadership Skills, Partnerships

Education

Ottawa University

Master of Arts Organizational Leadership

Missouri Valley College

Bachelor of Arts Public Relations