



DANIEL VELASQUEZ-WILSON

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PROFESSIONAL SUMMARY

Skilled Communications Specialist with expertise in DEI, intranet management, social media, and public relations, delivering impactful results. Proven track record in creating successful communication strategies, promoting diversity and inclusion, and improving internal collaboration. Proficient in public relations, promoting organizational messaging and driving positive change.

EXPERIENCE

Corporate Communications Specialist
onsemi | Scottsdale, Arizona

June 2021 - Current

- Managed global corporate intranet and developed effective communication strategies for 36,000 employees across multiple locations worldwide, including conducting regular user analysis and feedback sessions to ensure intranet content and functionality met employees' needs
- Coordinated with cross-functional teams to ensure consistent messaging and branding across all internal communication channels, including overseeing the planning and execution of large-scale virtual events, webinars, and training sessions using various communication platforms
- Revamped multiple corporate internet sites, including designing an acquisition site for onboarding 1,000 employees, creating a corporate headquarters hub that aligned with a headquarters building move, and developing a site to update employees on our corporate Indy car sponsorship with McLaren, while also monitoring intranet analytics and providing regular reports to leadership on intranet engagement and usage metrics.

Social Media Coordinator
Ottawa University Arizona | Surprise, Arizona

December 2020 - January 2023

- Led the development and execution of a successful social media strategy for the OUAZ women's volleyball program, resulting in over 50% increase in following and engagement.
- Created multiple high-engagement reels with over 500k views, significantly boosting visibility and awareness of the program.
- Worked collaboratively with coaches, players, and staff to gather content and ensure timely and accurate distribution of information on social media.
- Monitored social media trends and analytics, continuously adjusting content strategies to optimize engagement, while maintaining consistency in branding, messaging, and tone across all social media accounts.

HR Communications & Policy Intern

June 2021 - June 2022

Onsemi | Scottsdale, Arizona

- Published and distributed content on DEI policies and practices in global employee magazine, blog, and news outlets, reaching over 100,000 readers worldwide
- Led HR department's sustainability efforts, including compiling the sustainability report and managing global DEI program communication channels, resulting in increased engagement among 36,000 employees worldwide.

Senior Events Intern

July 2016 - July 2022

Jostens | San Diego, California

- Assisted in planning and coordinating Jostens annual San Diego Yearbook Workshop attended by students from the western United States, working closely with the creatives account director and workshop coordinator.
- Helped manage workshop schedules, organize activities and workshops to teach new skills, and provided logistical support to students, staff, and presenters.
- Collaborated with the team to ensure a successful event, maintained accurate records, demonstrated strong communication skills, and went above and beyond to create a positive experience for all attendees.

Public Relations Media Intern

August 2015 - May 2020

Missouri Valley College | Marshall, MO

- Managed and created social media content for women's volleyball on multiple platforms resulting in increased followers by 20%
- Collaborated with athletic department to promote games and events leading to a 15% increase in attendance and higher brand awareness.

Girls Volleyball Assistant Coach

December 2022 - Current

Arizona Storm Elite Volleyball Club | Phoenix, Arizona

- Maintain accurate records of player performance and team statistics to track progress throughout the season and identify areas for improvement
- Develop and implement effective practice plans that focus on skill development, conditioning, and team building while working closely with the club director and other coaches to ensure alignment with the club's overall philosophy and goals.

Head Beach & Assistant Varsity Girls Indoor Coach

August 2021 - Current

Shadow Ridge High School | Surprise, AZ

- Coached a record-breaking season with a 12-5 win-loss record, and guided the offensive player of the year to success
- Mentored and developed 4 players who earned NCAA Division 1 scholarships, preparing them for success at the next level
- Cultivated a culture of excellence and teamwork, resulting in numerous regional honors, including 3 first team recognitions and 3 region honorable mentions
- Successfully hosted summer camps for over 200 middle school athletes.

Graduate Assistant

August 2022 - January 2023

Volleyball Coach Ottawa University Arizona | Surprise, AZ

- Spearheaded defensive coordination efforts, resulting in the team earning two All-Conference selections and the GSAC conference Libero of the Year award
- Managed team travel arrangements, including flights, ground transportation, and accommodations, ensuring timely arrival and departure for all competitions and team events, while also coordinating and executing successful recruiting events to acquire top talent for the program
- Successfully planned and executed community engagement programs, resulting in record-breaking attendance of ~700 attendees for season openers, while also operating and directing multiple engaging and safe camp programs such as "The Big Sister Camp" and "Friday Fun Nights" for children.

EDUCATION

Master of Arts (M.A - Leadership, Strategic Innovation

May 2023

Ottawa University, Surprise, Arizona, AZ

- Earned a degree with a concentration in Strategic Innovation while playing as a Scholarship Athlete on the Varsity Men's Volleyball Team.
- Worked as a Graduate Assistant Coach for the Women's Volleyball Program, gaining experience in coaching, leadership, and team management.

Bachelor of Arts (B.A - Public Relations, specify, Mass Communications and Business

May 2020

Administration

Missouri Valley College, Marshall, MO

- Minors in Mass Communications and Business Administration,
- Demonstrated leadership skills as Men's Varsity Volleyball Team Captain for three years, as well as serving as a crew member for the Viking Sports Network Broadcast & KMVC News, and as a Student Assistant Coach for the Women's Volleyball team. Also served as President of the Tau Kappa Epsilon Fraternity.