



DANIEL VELASQUEZ WILSON

PUBLIC REALTIONS & COMMUNICATIONS SPECIALIST

PERSONAL STATEMENT

A strong interpersonal communicator with multicultural and customer relations experience desires to serve an international advertising agency, sports marketing team or public relations firm.

PUBLIC REALTIONS SKILLS

- ✓ Event & Relationship Management
- ✓ Reputation Management
- ✓ Campaign Development
- ✓ Press Releases & Press Kits
- ✓ Budget Management
- ✓ Social Media Campaigns
- ✓ Media Relations

MEDIA SKILLS

- ✓ Production / Floor / Technical Directing
- ✓ Photography/Videography
- ✓ Broadcast Camera Operation (Sports & News)
- ✓ Video Editing
- ✓ Camera Operations
- ✓ Live Interviewing/Volleyball Commentating
- ✓ Graphic/Content Creation

REACH ME AT

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ACADEMIC HISTORY

Ottawa University Arizona

MA Business Leadership 2020-Present

- Concentration in Strategic Innovation
- 4.0 GPA (Current)
- Athlete, Men's Volleyball Team
- Women's Volleyball Volunteer Assistant Coach

Missouri Valley College

BA Public Relations 2015-2020

- *Minors:* Mass Communications, Business Admin
- 3.0 CUMMALTIVE GPA - 3,8 GPA IN Major Courses
- Academic Deans List 2018,2019,2020
- Captain, Men's Varsity Volleyball Team
- Member, Viking Sports Network Broadcast Team
- Women's Volleyball Student Assistant Coach

EXPERIENCE

Volunteer Social Media Coordinator

OUAZ Women's Volleyball | Sep 2020 - Present

- Develop social media campaigns to promote program and network with local and national sport affiliates
- Create and develop original content for publication to the social media platform, Instagram
- Photograph and video high quality photos of practices games to be distributed on social media with fast same day turnaround
- Develop branding guide for platform

Digital Marketing & Content Creation Internship

Stone Hedge Golf Club | Jan 2020 - May 2020

- Managed Facebook, Email, and other B2C accounts to increase consumer engagement.
- Created content calendars that aligned with social strategy in order to streamline processes and increase efficiency.
- Analyzed campaign data through Facebook Analytics and created weekly and monthly reports to track progress for owners.

PR & Social Media Content Coordinator Internship

Missouri Valley College Volleyball | Aug 2018 - May 2020

- Managed Facebook, Email, and other B2C accounts to increase consumer engagement.
- Created content calendars that aligned with social strategy in order to streamline processes and increase efficiency.
- Analyzed campaign data through Facebook Analytics and created weekly and monthly reports to track progress for owners.

Office & Camp Coordinator Internship

Jostens | Aug 2016 - May 2020

- Seasonal position for National Wide Yearbook Workshop Conference
- Assist instructors and staff in operating and executing the daily activities on the schedule.
- Provided supervision and direction of activities and programs for more than 500 students daily.
- Gained valuable experience in leadership, teamwork, and in multitasking.