

DANIEL P. HUBBARD

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INNOVATIVE COMMUNICATIONS & MARKETING PROFESSIONAL

DIGITAL & TRADITIONAL MARKETING | STORYTELLING | BRANDED CONTENT DEVELOPMENT | WRITING & EDITING

Creative, driven, and resourceful communications professional with demonstrated hands-on experience driving brand visibility, growth, and consumer and customer engagement through premium storytelling, captivating content, and dynamic brand development strategies, including customer interactions. Proven track record of increasing conversions and metrics, by planning and orchestrating integrated campaigns and events and leading successful launches. Influential speaker, communicator, and leader, delivers robust strategies and actions plans while managing multiple priorities in deadline-driven environments.

AREAS OF EXPERTISE

- Strategic & Creative Development
- Brand Identity & Ideation
- Product & Brand Development
- Digital & Social Media Platforms
- Full Content Lifecycle
- Communications & Public Relations
- Event & Campaign Management
- SEO & SMO
- Sales & Marketing Collateral

PROFESSIONAL EXPERIENCE

TABLE TO TABLE

TRENTON, NJ

CONTENT SPECIALIST

March 2024 – Present

Grew visibility, brand reputation, and overall results by utilizing both digital and print skill sets to own and drive the creation of all content for a \$48M nonprofit, from concept to publishing and marketing to distribution, including daily social media posts, photographs, videos, print and digital appeals, blog posts, e-newsletters, and back-end website content, including SEO.

- Developed Standard Operating Procedures, editorial stylebook, and content standards, bringing all content under one visual style and editorial voice.
- Elevated website profile by increasing new user website traffic, active users, and pageviews 17% and organic website search results by 12%.
- Expanded Instagram, LinkedIn, and Facebook reach by 372%, 210%, and 90%, respectively by posting daily engaging content.
- Raised more than \$300,000 in donations via skillfully developed print and digital marketing campaigns.

SELF-EMPLOYED WAYNE, NJ

FREELANCE WRITER | PHOTOGRAPHER | EDITOR | CONSULTANT

February 2014 – Present

Increased visibility and implemented content strategy and best practices, wrote, and published branded content articles and social media posts, and established and maintained website optimization best practices for a variety of businesses.

- Wrote articles, took pictures, and owned and improved SEO, site and story tags, and Google summaries for articles and media for Tri-State Voice, an independent website covering religious news in North Jersey. Generated website's Alexa ranking from top 14M to top 7.5M websites.
- Consulted with The Bridge regarding their website redesign and end-of-year giving campaign. Provided feedback to CEO regarding website redesign, copy language and syntax, videos, photos, and SEO.
- Provided consulting work and created and posted social media posts for Staff Right Solutions, a New Jersey-based employment and staffing agency. Developed regular posting schedule that increased social follower and impression analytics by 40% and 200%, respectively. Updated profile language across Facebook, Instagram, and LinkedIn, increasing search appearances by 30%.

TRENTON AREA SOUP KITCHEN

TRENTON, NJ

COMMUNICATIONS MANAGER

February 2023 – June 2023

Responsible for all aspects of print and digital communications for \$15M nonprofit, including quarterly newsletters, monthly e-blasts, social media posts, and front- and back-end website content and SEO. Led marketing strategy by creating brand standards, promotional flyers, and online and print materials.

- Successfully raised \$140,000 in donations via expertly executed print and digital appeals using targeted strategies.

- Increased social media followers by 55% via online user engagement.
- Created Standard Operating Procedures for content creation and workflow, photo processing, and newsletter design and layout.

EVA'S VILLAGE

PATERSON, NJ

DIGITAL MARKETING & SOCIAL MEDIA COORDINATOR**March 2020 – October 2022**

Multifaceted role leveraging a blend of marketing and digital communications skills focusing on social service and clinical programs that empower individuals suffering from hunger, poverty, homelessness, and addiction to lead healthy, stable, and financially secure lives, build brand awareness, and drive donations.

- Successfully raised \$1.3+M in donations via expertly executed digital and print appeals including \$735+K via online campaigns.
- Bolstered social media followers by 127% via online user engagement.
- Generated the nonprofit's top success in developing and executing Team of Teams initiative with New York Giants resulting in \$30+K in donations.

AOL, INC./PATCH MEDIA CORPORATION

NEW YORK, NY

LOCAL EDITOR/REPORTER**December 2010 – January 2014, April 2015 – January 2020**

Steered marketing efforts by directly managing up to 16 Passaic & Bergen County local news websites; responsible for development of content, video, editing, proactive editorial, and administrative support in a fast-paced environment, including managing editorial submissions, working collaboratively with leadership team, selecting and integrating third-party widgets, charts, and maps.

- Grew sales to exceed targeted profits during first launch year, the first of 900 websites; earned \$150K in annual ad revenue.
- Secured exemplary outcomes exceeding expectations of 750K – 1.2M monthly pageviews and 13.7K newsletter subscribers.

EDUCATION

Bachelor of Arts: Communications Arts, 2003; Bachelor of Arts: Contemporary Arts, 2009 – Ramapo College of NJ

PROFESSIONAL DEVELOPMENT & TECHNICAL SKILLS

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| • NYU Advanced Training: Copy Editing | • Adobe: Certified Associate, Photoshop |
| • Poynter/ACES: Editing Certificate | • Zoni: Certified TESL/TEFL instructor |

Technical Skills: Content Management Systems | Customer Relationship Management Systems | Adobe: Acrobat Pro, Photoshop, InDesign, Illustrator, Premiere Pro, and Bridge | WordPress | Weebly & Content Management Systems | SEO | Raiser's Edge | Canva Hootsuite | RiteTag | Final Cut | HTML | Microsoft: Office Suite, Teams, & SharePoint | Flickr