

## Work Experience

### Social Strategist, Razorfish

June 2011 - Present, <http://razorfish.com>

- Helped architect a revised social content strategy & defined social voice for Delta Air Lines, increasing overall engagement for the year by more than 450%
- Implemented a measurement framework and tracking mechanism that allowed Delta Air Lines to track ticket purchases and revenue generated from specific social media posts, establishing a benchmark for ROI
- Sold and executed an incremental \$300K Facebook paid media budget to a Fortune-100 client, using a combination of ad products to drive community growth at a current average of \$0.55 per Like
- Provided creative & social concepting for business development efforts, resulting in \$17 million in new revenue to-date
- Created the social infrastructure for the Gold Obie award-winning Times Square Share DOOH execution - a key part of the Effy award-winning Galaxy S3 launch campaign
- Doubled as a social tech resource, fixing bugs in Facebook applications for Delta and helping build a more mobile-optimized version of Samsung Mobile USA's Guide to the Galaxy application with Ruby on Rails
- Wrote the WOMMY-award winning submission for the Maxwell House Drops of Good campaign
- Created monthly editorial calendars, writing day-to-day content for Delta Air Lines, Maxwell House, & Kellogg's Nutri-Grain
- Created & presented weekly and monthly content performance reports, ensuring that all relevant insights drove the content creation process

### Founder/Principal, Danny Cox Digital

September 2007 - Present, Athens, OH - Chicago, IL <http://dannycoxdigital.com>

- Created a freelance practice to continue to hone skills in copywriting (longform, social & SEO), social media & PR strategy and website design and development with clients across the country
- Developed social media & PR strategy for feature-length film Some Guy Who Kills People; listed on "Best Horror Films 2000-2012" on Rotten Tomatoes
- Published articles in Billboard & the Tribune Company's Red Eye
- Produced a new website layout & design for Chicago's professional women's soccer team, the Chicago Red Stars

### Digital Account Executive, Weber Shandwick Digital

April 2010 - June 2011, <http://webershandwick.com>

- Acted as community manager of Facebook & Twitter for Motorola, DiGiorno pizza, got milk?, the Cherry Marketing Institute and the Wine Market Council, writing proactive editorial calendars and engaging directly with consumers
- In one year, helped drive growth of client's Facebook & Twitter communities by more than 600%,
- Concepted and led design of the Campbell's Soup All Pro Dad Pledge promotion, featuring Tony Dungy & Jerome Bettis
- Managed on-going analytics and client reporting on key social channel performance

## Education

### B.S. in Journalism, E.W. Scripps School of Journalism, Ohio University, Athens, Ohio

- Gateway Excellence Award: Full tuition and fees based on academic excellence
- Ohio Board of Regents Excellence award winner

## Proficiencies & Skills

- Front-end web development: HTML5, CSS3, WordPress, some jQuery, MYSQL, & Ruby on Rails
- Social advertising strategy, planning, execution and reporting
- Digital copywriting: longform articles, website, social content, and PPC & display ads
- Search Engine Optimization-SEO writing, research and meta tag implementation
- Exceptional writing, speaking, presentation skills
- Adobe Photoshop, InDesign, Illustrator, Microsoft Office Suite