

Daniel Burns

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Profile

New media expert with 9 years experience in video production and editing with an eye for successful marketing and branding strategies. Over 5 years of dynamic leadership, driving up company revenue \$100,000 and cutting costs in a challenging market. Conceives and executes innovative plans for online marketing, capitalizing on emerging technologies.

Skills

Strategic Marketing :: Television & Film Production :: Operations & Infrastructure :: Project Management :: Profit & Loss :: Technological Innovation :: Video Editing :: Copywriting & Editing :: Social Media Marketing :: Clear Branding :: Multi-Media Integration :: Web-based Solutions :: Problem Solving

Experience

DIRECTOR OF NEW MEDIA, NEW FRONTIER MEDIA 2008 - PRESENT

- Established new web strategy to repair company's existing subscription-model website network
- Grew member base 25% in 2010
- Cut over \$100,000 from operational expenses in 2010 while increasing staff
- Generated \$100,000 in new revenue by launching multiple brand extensions across new verticals
- Improved conversion ratio on flagship dating site from 1:200 to 1:14 through multivariate testing
- Designed plan for launching social media campaigns to promote film and broadcast initiatives
- Collaborated in an elite team to create weathernationtv.com, a new weather information provider designed to support a competitor of the Weather Channel

EXECUTIVE PRODUCER, NEW FRONTIER MEDIA 2006 - 2008

- Managed a team of 6 Producers who produced interstitial and promotional content for broadcast networks
- Accountable for development of all Producers; facilitated and managed all assignments necessary to fulfill promotional and marketing directives
- Pitched new concepts and oversaw their successful implementation; contributed to collaborative product development efforts
- Created first Producer training guide, resulting in escalated productivity and morale
- Line Producer on feature film, "Westminster Wife Show"
- Lead Producer on a complete overhaul of complex broadcast design package for multiple channels
- Responsible for branding and image spot production
- Approved and monitored individual project budgets.

FIELD PRODUCER, NEW FRONTIER MEDIA 2004 - 2006

- Conceived, developed, and executed creative concepts for sales/marketing, networks, and Broadband
- Produced and shot on location direct response television commercials for clients' products
- Produced promotional material from inception to completion
- Wrote copy for "coming soon" and "now showing" scripts, and other promotional material
- Edited projects, liaising with editors and graphic artist in session

VIDEO EDITOR, NEW FRONTIER MEDIA

2003 - 2004

- Edited movie trailers for broadcast channel's promotional efforts
- Edited on-air, cross-channel, channel pitch, and marketing-oriented programming
- Contributed to Production Department analysis, planning and designing concepts for broadcast materials and other projects

PRODUCER, WIREDNOMAD.COM

2002 - 2003

- Produced, edited, and published videos, photos, and blogs while traveling the globe
- Site won a SXSW Interactive Award in 2003 for the Personal/Online Diary category

Awards

XBIZ AWARD Best Emerging Affiliate Program, 2011		
TELLY AWARD Cross Channel Spot Captivating - Dump Truck, 2008	TELLY AWARD Cross Channel Campaign Captivating, 2008	TELLY AWARD Player's Only #2 Spot 2006
PROMAX AWARD Branding/Image The Comeback/Scrubs, 2006	PROMAX AWARD Branding/Image Turn to Ten Spots, 2006	SXSW AWARD Personal/Online Diary Category WiredNomad.com, 2003

Certifications

CERTIFIED SCRUM MASTER

Rally Software, Agile University, 2009

AVID EDITOR CERTIFICATION

Avid Software, 2004