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Milwaukee, WI



[/danreinermedia](#)

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## EDUCATION

BACHELOR'S DEGREE,  
JOURNALISM  
MINOR IN MARKETING  
Marquette University  
2012 – 2016

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## EXPERTISE

Adobe Creative Suite

Analytics (Meta, Sprout, Google)

AP Style & Copywriting

Buffer, Hootsuite & Later

Email Marketing (MailChimp & CrowdConnect)

Final Cut Pro

Microsoft Office Suite

Instagram, Facebook, TikTok,  
Twitter/X, LinkedIn

Wordpress & Grove/Okta

# Dan Reiner

DIGITAL MARKETING & COMMUNICATIONS EXPERT

## EXPERIENCE

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### DIGITAL MARKETING MANAGER

#### Radio Milwaukee

Milwaukee, WI | March 2022 – January 2024

- Managed organic social media for two company brands — including ideation, creation and scheduling of photo, video and creative assets — for a cumulative audience of 125,000 followers
- Launched and strategized social accounts for new urban alternative station, HYFIN, with focus on Milwaukee's Black and Brown communities
- Increased Radio Milwaukee Instagram reach by 244% and followers by 512% in last six months vs. previous six months
- Emphasized quality video content strategy and creation
- Created all email correspondence and managed email database of 28,000 subscribers through MailChimp
- Compiled and reported weekly analytics based on content performance
- Assisted in development and implementation of digital campaigns, including email, paid search and social and Google Ad Grants
- Worked in tandem with music and development teams to meet audience growth, revenue and engagement goals

### MARKETING & COMMUNICATIONS MANAGER

#### Corpus Christi Hooks Baseball Club, AA affiliate of the Houston Astros

Corpus Christi, TX | April 2019 – October 2021

- Managed Hooks' social media accounts @cchooks for a cumulative audience of 170,000 followers (highest among 30 teams)
- Oversaw written content, media relations and website management
- Spearheaded organic local and national influencer campaigns
- Established a brand guide to ensure congruent long-term voice and tone for the organization
- Balanced team photographer, on-field pregame host and fill-in broadcaster roles during 2021 season among social media and PR duties
- Executed comprehensive social plan for "Celebrate Whataburger" merchandising debut, reaching No. 1 in MiLB Facebook video views (80k in Aug. 2020), top-5 engagement rates on Twitter and Instagram and 1 million-plus social impressions on alternate Honey Butter Chicken Biscuits brand launch
- Built media plan for award-winning first-ever "Phones-Free Game" in 2019, garnering extensive national media coverage
- Helped promote Hispanic/Latinx Heritage themes, including Copa de la Diversión and Dia de los Muertos
- Developed social strategies with sponsorship, ticketing and store departments to fulfill contracts and create specialized content
- Assisted in events planning, promotion and run-of-show execution

## KEY SKILLS

Content Creation  
Social Media Strategy  
Brand Development  
Content Development  
B2C & B2B Marketing Strategy  
Long- & short-form writing  
Advanced Photography  
Photo & Video Editing  
Public Speaking  
Team Leadership  
Web Design & CMS

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## CERTIFICATIONS

Hootsuite Certified Professional  
MLB Gameday Stringer

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## INTERESTS

Running  
Cycling & Spin  
Swimming  
Hiking  
Community Activities  
Photography  
Yoga

## EXPERIENCE – CONTINUED

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### COMMUNICATIONS ASSISTANT

#### **Intersport**

Chicago, IL | Dec. 2018 – April 2019

- 2019 Under Armour All-America Football Game – Orlando, FL
  - Maintained and audited list of 90+ national media members and worked as contact during weeklong event
  - Assisted in creating media guides, flip cards and other press materials for events
  - Wrote and distributed official press release from nationally televised Skills Challenge
  - Served as lead PR contact for 10-city Camp Series showcasing top high school football players
- 2019 College Basketball Final Four Weekend – Minneapolis, MN
  - Worked as media contact for nationally televised 3X3U National Championship and College Slam Dunk & 3-Point Championships
  - Built and vetted roster of 256 college seniors for 3X3U, requiring in-depth statistical analysis and character research
  - Handled all press relations for network televised High School Slam Dunk & 3-Point Championships

### MEDIA RELATIONS ASSISTANT

#### **Gwinnett Stripers Baseball Club, AAA affiliate of the Atlanta Braves**

Lawrenceville, GA | Jan. 2018 – Sept. 2018

- Assisted in production of daily game notes, press releases, credentials and transaction emails, and helped build team media guide
- Handled live game updates for @GoStripers social media and monitored in-game social engagement
- Wrote daily recaps for team website and feature stories for bi-weekly gameday program publication
- Managed press box staff, photography assignments and gameday operations, including as liaison for daily media and other requests
- Created new responsive web pages for GoStripers.com in conjunction with MLBAM's roll-out of new Minor League Baseball team site platforms

### STAFF REPORTER

#### **The Journal News/lohud.com, Gannett/USA Today Network**

White Plains, NY | June 2016 – Jan. 2018

- Covered five major municipality beats in Westchester County
- Led Saturday breaking news coverage for tri-county area north of NYC: Westchester, Rockland and Putnam
- Shot and edited photo and video content for online and print editions
- Wrote feature, breaking and enterprise news and produced content for both online and print, averaging 3-5 stories per week
- Combed social channels and community sources to create unique content and meet deadlines