

Daniel T. Richards

Digital Strategist. Rhetorician. Communications Professional.

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(815) 326-0250

EXPERIENCE

Director, Digital Strategy

The Federalist Society

August 2014 – Present

Washington, DC

Define long-term digital goals and co-direct the digital team to execute plans.

Manage and grow social media communities. Define key performance indicators and keep detailed records of growth analytics.

Consult on promotion for events, podcasts, videos, and publications. Market content across owned, earned, and paid media. Co-direct live streaming.

Manage our digital framework redesign—new CRM, CMS, website, and email system.

Lead rebranding efforts for marketing materials. Design new brochures, business cards, social/video graphics, fundraising materials, emails, etc.

Assist with creating video content about contemporary legal issues.

Digital Consultant

Independent Contractor

February 2012 – Present

Los Angeles, Austin, DC

Worked on the *FrackNation* Kickstarter campaign. It's one of the most successful documentary crowdfunding campaigns ever. Raised \$212,265 from 3,305 backers.

Managed digital media for *FrackNation*—social media, email, blog, etc. Wrote and developed content every day. Also: Video editing, graphic design, and advertising.

As interim Head of Social and Mobile for Adore Creative: Consulted on the creation of a new social network (using Ning structure) for Ekaterinburg, Russia's bid for the 2020 World Expo. Worked with designers, media strategists, and bid committee members around the world.

As interim Head of Social and Mobile for Adore Creative: Worked on the proposed digital strategy for Baku, Azerbaijan's 2020 Olympic bid.

Co-managed the crowdfunding campaign for *Ferguson: The Play*, helping raise \$100,248 from 562 backers on Indiegogo. Designed the play's official poster.

Assisted with setting up and managing the crowdfunding campaign for *Clinton Emails on Film*, a filmed play, helping raise \$52,411 from 1,120 backers.

Digital Media Strategist

Ayn Rand Institute

October 2009 – February 2012

DC & Irvine, CA

Devised and implemented strategic plans for ARI's Facebook pages that resulted in 630,000+ new social media followers in under two years.

Co-created and managed the Atlas Shrugged Video Contest, a project that garnered national press coverage and hundreds of thousands of video views.

Consulted on social media integration for Penguin Publishing's award-winning *Atlas Shrugged* Amplified Edition iPad app.

Consulted with Fox News and Forbes on social media and comment management.

Managed daily social media communications. Cultivated relationships with influential bloggers and media.

EDUCATION

Master of Arts [2009]

Professional Communication

Clemson University

Bachelor of Arts [2007]

English Writing: Journalism

Millikin University

AWARDS

Honorable Mention:

Website Marketing

2012 Platinum PR Awards

Honors on the Oral Exam

Junior Fellow: Clemson

Institute for Capitalism

Clemson University

Presidential Scholar

Outstanding Journalism

Honors in English

Millikin University

TECHNOLOGY PROFICIENCY

Social Media

Hootsuite

Photoshop

InDesign

Mac OS

Windows

Expert Level

Dreamweaver

HTML & CSS

Lightroom

Simply Measured

Google Analytics

Google AdWords

Wordpress

Podcasting

Intermediate Level