

# Daniel T. Richards

Digital Strategist. Rhetorician. Visual Designer.

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(815) 326-0250

## EXPERIENCE

### VP & Director, Digital Strategy

*The Federalist Society*

August 2014 – Present

Washington, DC

Oversee goals, operations, and value measurement for FedSoc Digital & FedSoc Films.

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.

Lead designer for marketing materials. Annual report, brochures, posters, business cards, social/video graphics, fundraising materials, emails, etc.

Co-produce explainer videos and documentary shorts about timeless legal issues.

Managed the digital framework redesign—new CRM (Salesforce), CMS, and website.

### 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 Indiegogo campaign for *Ferguson: The Play*, helping raise \$100,248 from 562 backers on Indiegogo. Second campaign: \$55,482 from 627 backers.

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

### Anthem Film Festival

Richmond International

Film Festival

*Regulating Rideshare (mini-doc)*

### 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

*Expert Level*

### Dreamweaver

HTML & CSS

Lightroom

Simply Measured

Google Analytics & Adwords

Podcasting

*Intermediate Level*