





DANIEL BUXTON

CONTACT

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SKILLS

Associated Press Writing Style
Facebook Business & Ads Manager
Social Media Writing & Strategy
Social Media Content Creation
HTML5 | CSS3 | Joomla | Wordpress
Hootsuite | Mailchimp | Blox CMS | Ning
Media Relations
Cision | PRTrak | Factiva | TrendKite
Event Planning
Adobe Creative Cloud
Qualtrics Survey Software

EDUCATION

Auburn University | Auburn, Ala.
Cum Laude
B.A. in Public Relations | Dec. 2016
B.A. in Political Science | Dec. 2016
Concentration in International Relations
Concentration in Foreign Policy
Minor in Business

CERTIFICATIONS

Hootsuite Social Media Professional
Hubspot Inbound Marketing

PR COURSEWORK

Multimedia Writing for PR
Digital Style & Design in PR Messages
Public Relations Campaigns
Newswriting
Reporting
Public Relations Survey Research
Public Relations Case Studies
Intercultural Communication
Persuasion

PR & DIGITAL EXPERIENCE

WEBER SHANDWICK

St. Louis, Mo.

Consumer Public Relations Intern

Dec. 2016 - June 2017

- Promoted a variety of consumer brands including Anheuser-Busch, FedEx, ExxonMobil, Monsanto, Pizza Hut and Electrolux
- Planned and executed media outreach strategy to advocate for pro bono client KIPP St. Louis Public Schools
- Developed copy for social media content calendars, media alerts and pitches
- Analyzed social media metrics to determine KPI achievement and advise future execution of the Monsanto Fund's CSR program America's Farmers
- Tracked clients' organic and earned placements in traditional and social media
- Compiled effective media lists using my understanding of clients' audience demographics and campaign objectives
- Engaged online influencers to attend and promote sponsored events
- Secured stories in traditional local and regional media
- Delivered weekly and monthly media coverage reports to clients
- Monitored agriculture and automotive industry developments and condensed findings into daily and weekly news digests
- Actively collaborated during brainstorming sessions to deliver extraordinary ideas in response to client requests for product launches, activations and special events including Super Bowl 51
- Conducted research and identified new business opportunities
- Demonstrated ability to exceptionally manage and successfully complete multiple tasks and projects simultaneously

INNER SPARK CREATIVE

Auburn, Ala.

Digital Media Intern

Aug. 2016 - Dec. 2016

- Created and managed social media content calendars
- Curated quality content for client social media accounts
- Programmed and scheduled organic social media posts using Hootsuite
- Developed and designed Joomla templated-based websites
- Wrote copy for client blog posts and webpages
- Contributed to brainstorming sessions to help determine objectives, strategies and tactics for online marketing plans to promote brands through social media
- Recorded accurate and actionable notes during client meetings and calls
- Tracked effectiveness of social media marketing strategies through analytical tools such as Facebook Business Manager and Cyfe Business Dashboard

OFFICE OF UNDERGRADUATE RESEARCH

Auburn University, Ala.

Communications Assistant

June 2015 - Dec. 2016

- Designed and maintained informative webpages for undergraduate research website using HTML5, CSS3, Bootstrap and Wordpress
- Created and curated content for a weekly e-newsletter delivered to students, faculty and upper-level administration
- Directed social media strategy for undergraduate research Facebook page
- Coordinated programming for annual research symposiums, professional development workshops and undergraduate research fellowship meetings

LEADERSHIP & INVOLVEMENT

Vice-President of Event Coordination Beat Bama Food Drive
Project Coordinator IMPACT Student Volunteer Organization
Peer Instructor Global Perspectives Learning Community
Baritone Auburn University Marching Band

HONORS & AWARDS

Lambda Pi Eta **National Communication Honor Society**
Pi Sigma Alpha **National Political Science Honor Society**
Graduate **LeaderShape Institute**
Eagle Scout **Boy Scouts of America**