

# DANIEL GIOVANNI BUXTON

## CONTACT

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## DIGITAL SKILLS

Social Media Writing & Strategy  
Social Media Content Creation  
Facebook Ads Manager  
Facebook Page Insights  
Twitter Analytics  
Crimson Hexagon  
MailChimp  
HTML5 / CSS3 / Wordpress / Joomla  
Google Webmaster Tools /  
AdWords / Tag Manager  
Adobe Dreamweaver  
Adobe InDesign  
Adobe Photoshop  
Adobe Lightroom  
Adobe Illustrator  
Survey Monkey / Qualtrics  
Asana / Airtable / Gather Content  
Slack  
TrendKite  
SimilarWeb Pro  
Screaming Frog SEO Spider  
Cyfe Business Dashboard

## TRADITIONAL PR SKILLS

Associated Press Writing Style  
Client Relations  
Media Relations  
Muck Rack / Cision / PRTrak  
Factiva / Critical Mention  
Event Planning

## CERTIFICATIONS

Hootsuite Social Media Professional  
Hubspot Inbound Marketing

## EDUCATION

**Auburn University**  
Cum Laude / December 2016  
B.A. Public Relations  
B.A. Political Science  
Concentration in Foreign Policy  
Concentration in Int'l. Relations  
Minor in Business

## PUBLIC AFFAIRS & DIGITAL INTERN

VOX Global

**AUG. 2017 - PRESENT**

Washington, D.C.

- Actively support practice groups and client teams across industry verticals including financial services, telecommunications, trade associations, pharmaceuticals, healthcare, labor, education and nonprofit foundations
- Export data from a variety of digital media backends to provide actionable insights of completed online campaigns for client facing reports
- Evaluate and summarize industry news coverage into email digests
- Curate content and draft social copy for a Fortune 10 banking executive
- Assist with paid online advertising campaign ideation, execution, optimization, community management, reporting and analysis
- Coordinate logistics and staffing of client events promoting campaign messaging
- Record accurate notes and update team project trackers during weekly meetings
- Conduct online research and competitive social media analysis for current clients and new business pitches

## CONSUMER PR INTERN

Weber Shandwick

**DEC. 2016 - JUNE 2017**

St. Louis, Mo.

- Promoted a variety of consumer brands including Anheuser-Busch, FedEx, ExxonMobil, Pizza Hut, Electrolux and Monsanto's corporate philanthropy, The Monsanto Fund
- Planned and executed media relations 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 and delivered client-facing coverage reports
- 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
- Monitored agriculture and automotive news and condensed findings into news digests

## DIGITAL MEDIA INTERN

Inner Spark Creative

**AUG. 2016 - DEC. 2016**

Auburn, Ala.

- Created and curated content for social media content calendars of more than 20 local small businesses
- Developed and designed Joomla template-based websites
- Wrote copy for client blog posts and webpages
- Tracked effectiveness of social media marketing strategies through analytical tools such as Facebook Business Manager and Cyfe Business Dashboard

## COMMUNICATIONS ASSISTANT

Office of Undergraduate Research

**JUNE 2015 - DEC. 2016**

Auburn University, Ala.

- Designed and maintained informative webpages for undergraduate research website
- Created and curated content for a weekly research e-newsletter
- Directed social media strategy for undergraduate research Facebook page
- Coordinated programming for research-related events