

DANIEL J. FRAZIER

COPYWRITER, CONTENT + MARKETING SPECIALIST

SUMMARY

I am a self-motivated copywriter and content specialist proven to produce engaging editorial and marketing strategies that amplify brands across emerging platforms. A strategic and innovative thinker, I have cultivated a reputation for leveraging my in-depth knowledge of trends to develop creative content that captivates target audiences. As a leader, I pride myself on building strong, collaborative relationships with teams, talent, and vendors to fuel stellar results.

EXPERIENCE

INDEPENDENT: LOS ANGELES, CA

COPYWRITER, CONTENT + MARKETING SPECIALIST | 2004 – PRESENT

- Pitch and produce compelling editorial content for versatile print and digital publications including *SPIN*, *Entertainment Weekly*, *NYLON*, *NYLON Guys*, *BlackBook*, *Alternative Press*, *Faunt*, *Paste*, and more
- Interview diverse music, film, and celebrity talent including John C. Reilly, Chuck Palahniuk, Neko Case, Fitz and The Tantrums, Gym Class Heroes, As I Lay Dying, among others, continually nurturing relationships and maintaining positive rapport to craft authentic, engaging feature stories
- Compose press releases and bios of acclaimed musicians for PR, management, and record companies such as Sony BMG Music Entertainment, Page 1 Management, Tallulah PR & MGMT, and more
- Leverage knowledge of music talent and trends to advance promotions for popular L.A.-based venues including The Echo, Echoplex, Troubadour, The Satellite, Bootleg Theater, and Harvard & Stone
- Produce events, book talent, and curate programming for local events including Venice Music Crawl, La Brea Summer Garage Jam, and Standard Downtown L.A.'s Unplugged Sessions
- As official blogger and journalist for Vans Warped Tour, wrote daily articles and led interviews with popular artists and bands, staff, attendees, charity organizations, and music companies

Standout Success: *Free Bike Valet*

- Founded, launched, and managed online music blog nominated by *L.A. Weekly* as “Best Music Blog”
- Led editorial direction and content strategy, coordinated with talent managers and publicists, and recruited photographers to facilitate the production of professional, high-quality content
- Built social media campaigns that engaged artists' fan base and drove significant website traffic
- Identified and covered several emerging artists before mainstream recognition, including Halsey, Hayley Kiyoko, Billie Eilish, Capital Cities, Bishop Briggs, MUNA, Elohim, among many others

Honors: Selected as member of elite music blog aggregator, Hype Machine; Recruited by DoLA.com as a music and arts tastemaker

FIFTY & FIVE: LOS ANGELES, CA

ACCOUNT MANAGER (CONTRACT) | 2013

- Utilized data and analytics to devise targeted social media content strategies for agency's clients, earning repeat business and praise for significantly enhancing brand visibility and followers

SONY PICTURES ENTERTAINMENT: LOS ANGELES, CA

MARKETING + PUBLICITY COORDINATOR (CONTRACT) | 2011

- Coordinated international press junkets for films, *Friends With Benefits* (Justin Timberlake, Mila Kunis) and *Take Shelter* (Michael Shannon, Jessica Chastain), serving as liaison between press and A-list talent

GK FILMS: LOS ANGELES, CA

MARKETING + PUBLICITY COORDINATOR | 2006 – 2009

- Facilitated global marketing and publicity initiatives for films including *The Departed*, *Edge of Darkness*, *Next*, *The Rum Diary*, *The Young Victoria*, and *Gardener of Eden* at film production company
- Provided creative feedback to foreign distributors, PR firms, and vendors, and managed marketing assets, distributor contacts, release dates, advertising schedules, box office reports, and invoices

STIMTV NETWORK: LOS ANGELES, CA

ARTIST RELATIONS + PUBLICITY MANAGER | 2005 – 2006

- Managed cinematographers to produce interview and live concert video content featuring high-profile music artists such as Paramore, Sara Bareilles, Cold War Kids, and more
- Conducted exclusive interviews with artists before and after performances in L.A. while maintaining exceptional relationships with talent agents, tour managers, publicists, and venues

CONTACT

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EDUCATION

Bachelor of Science

JOURNALISM

PUBLIC RELATIONS

Appalachian State University

Boone, NC

CREATIVE WRITING

Accepted into competitive writing workshop, *The Lie Factory*, led by best-selling author Chuck Palahniuk and co-facilitated by acclaimed authors Lydia Yuknavitch and Suzy Vitello, 2017 – present

AREAS OF EXPERTISE

Digital Marketing
Public Relations
Editorial Direction
Content Creation + Strategy
Music + Entertainment Industry
Cross-Functional
Communications Strategy
Music Curation + Programming
Pop Culture Trends
Social Media Marketing
Event Production
Project Management
Team Management

TECH SKILLS

Social Media Marketing
Facebook, *Twitter*, *YouTube*
SoundCloud, *Instagram*
Snapchat, *Google+*, *Pinterest*
Adobe Creative Cloud
Photoshop, *Illustrator*
Microsoft Office
Word, *Excel*, *PowerPoint*
Outlook
Data + Analytics Management
Google Analytics
HootSuite, *WordPress*
Analytics, *Sprout Social*