

Dan Reed

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Senior Marketing & Communications Professional

Professional Summary

For more than 25 years, I've helped organizations explain complicated ideas clearly, simply, and memorably. Whether the topic was healthcare or dentistry, finance, higher education, manufacturing, branding, or operations. I enjoy learning how things work, earning the trust of subject matter experts, and turning technical knowledge into stories that inform, engage, and inspire. From executive communications and feature stories to marketing campaigns and websites, my work has always started with one question: *How can I make this meaningful to the audience?*

Core Competencies

B2B Marketing Communications • Internal Communications • Feature Writing • Executive Communications • Content Strategy • Storytelling • Editing • Website Content Management • Brand Messaging • Stakeholder Collaboration • AI-Assisted Content Development

Select Career Highlights

- Authored 41 published feature stories for University of Maryland, Baltimore, highlighting technical, operational, and leadership initiatives.
- Supported communications for seven administrative divisions serving more than 900 employees.
- Translated complex operational and technical topics into engaging stories for employees, leadership, and external audiences.
- Produced communications across print, digital, web, video, email, speeches, presentations, blogs, and marketing campaigns.
- Wrote an entire dental industry magazine under an accelerated production schedule.
- Developed a corporate video that helped support business recovery following the 2011 Japan tsunami.

Professional Experience

Senior Communications Specialist | University of Maryland, Baltimore | Mar 2023 – Aug 2026

- Developed feature stories, executive communications, newsletters, web content, and employee communications supporting seven administrative divisions.
- Partnered with executives, financial leaders, facilities professionals, safety specialists, and operational teams to uncover the stories behind their work, translating complex initiatives into engaging communications that informed employees and strengthened organizational culture.

- Managed website content strategy and publishing across seven administrative divisions.
- Led accessibility initiatives supporting ADA Title II compliance, including remediation of PDFs and multimedia content.
- Served on the Joint Information Center emergency communications response team.

Senior Copywriter | Blakeslee Advertising | Jan 2005 – Nov 2022

- Led branding, copywriting, and creative strategy for clients across healthcare, finance, hospitality, real estate, retail, and professional services.
- Became the go-to writer for clients whose businesses demanded quick learning and clear thinking, translating complex products, services, and industries into communications customers could easily understand.
- Partnered directly with executive leadership to develop messaging, brand positioning, and strategic communications.
- Authored the agency blog and translated complex products and services into clear customer-focused messaging.

Other Endeavors

- Freelance Copywriter | Copywriter/Webmaster, International Collectors Society | Copywriter, Bally Total Fitness | Copywriter/Editorialist, Agora Publishing

Tools of the Trade

Microsoft Copilot • ChatGPT • Adobe Acrobat Pro • Photoshop • Canva • SharePoint • Microsoft Teams • WordPress • Hootsuite • Constant Contact • Google Analytics

Education

Bachelor of Arts, Political Science, Westminster College, New Wilmington, Pennsylvania
Pi Sigma Alpha National Political Science Honor Society

Outside the Office

- Addicted: Baseball, 1979 to present. Purist at heart with the exception of the pitch clock
- Outdoor enthusiast: Camping, fishing, getting lost (a.k.a. hiking)
- Bicycophile: If it's got two wheels, it's likely I've fallen off it
- MINO: Musician in Name Only