

# Daniel DeMaina

Represented by Creative Circle // 617.342.1550

## **Social Media Director and Head Content Creator**

### **Inspire Agency - Remote**

November 2020 to March 2024

- Spearheaded a highly successful Giving Tuesday campaign, surpassing the client's donation goals by an outstanding 157%.
- Crafted and executed two dynamic holiday season donation campaigns for clients within a demanding timeframe. Developed comprehensive editorial calendars, thematic concepts, and crafted compelling copy for email and social media.
- Exceeded client expectations by driving website traffic and surpassing social media Key Performance Indicators (KPIs) through adept thought leadership writing, targeted social media strategies, and implementation of SEO best practices.
- Provided clients with meticulous onboarding audits encompassing messaging, web presence, social media strategies, and competitor analysis, informing strategic planning rooted in data-driven insights.

## **Communications Director**

### **Commonwealth Corporation - Boston, MA**

February 2019 to September 2020

- Secured a prestigious presentation slot at SXSW EDU by crafting a compelling pitch and producing an engaging accompanying video.
- Implemented strategic editorial calendars and social media best practices, resulting in a notable 20% upsurge in social media impressions within six months.
- Successfully garnered media coverage by crafting captivating press releases for the Mass. Governor's Office and Executive Office of Labor and Workforce Development.
- Transformed the annual reports presented to the Massachusetts Legislature from rudimentary Word docs to visually appealing designs, enhancing their impact by weaving compelling narratives through data visualization.

## **Associate Editor**

### **Massachusetts Municipal Association - Boston, MA**

November 2015 to February 2019

- Spearheaded the development of the inaugural marketing plan for the Annual Meeting and Trade Show, resulting in an impressive 18% surge in attendance. Implemented email and social campaigns to enhance visibility and engagement.
- Overhauled the annual Municipal Directory project, streamlining the process and achieving a remarkable 25% increase in survey return rates. This new process not only expedited the project timeline but also significantly enhanced the accuracy and quality of the final publication.
- Reimagined the content review process and project management. Led transition to a cloud-based content editing system and deployed organization's first project

management software, markedly improving efficiency, collaboration and productivity.

### **Media Manager**

#### **City of Somerville - Somerville, MA**

May 2013 to November 2015

- Directed the communication strategy for the Office of Strategic Planning and Community Development on pivotal issues such as a \$1B urban renewal plan.
- Authored speeches and editorials independently for Mayor Joseph A. Curtatone, showcasing his perspectives in publications including the Boston Globe, Governing, the London School of Economics' Impact Blog, and Commonwealth Magazine.
- Collaborated with all municipal departments to provide prompt responses to reporters' inquiries, facilitate interviews, and manage crisis communications.
- Pioneered the city's inaugural live online chat between the public and City officials, providing direct engagement opportunities for community members to address queries regarding urban renewal developments.

### **Associate Regional Editor**

#### **AOL Patch - Remote**

August 2012 to May 2013

- Directed minute-by-minute coverage of the intensive manhunt for the Boston Marathon bombers, directing reporters and managing collaboration across sites.
- Orchestrated comprehensive election coverage across 82 Massachusetts Patch sites during the 2012 elections.
- Implemented a rapid revitalization initiative for the region, achieving remarkable success by elevating all 12 Patch news sites to surpass visitor and engagement objectives within a tight 3-month timeframe.

### **Editor**

#### **AOL Patch - Remote**

April 2010 - August 2012

- Spearheaded and launched the Melrose Patch site, securing a place among the Patch's top 200 most visited sites nationwide out of 800-plus.
- Nurtured a dynamic community ecosystem by fostering social media engagement, encouraging user-generated content, and facilitating site discussions.
- Demonstrated unwavering commitment to meeting key metric objectives while upholding fiscal responsibility, consistently operating under budget every quarter.

### **AWARDS**

- 2024 MUSE Creative Awards: Integrated Marketing - Nonprofit Gold Award Winner; Strategic Program - Video Campaign Silver Award Winner.
- 2021 Manuel Carballo Governor's Award for Excellence in Public Service.
- New England Newspaper & Press Association Awards - 2009, 1st Place, Investigative Reporting and 1st Place, History Reporting. 2008: 3rd Place, History Reporting.