DANIEL H. VIRKSTIS
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Objective

To excel in teaching by bringing real-world experience in entrepreneurship, communications, and leadership to help students develop practical business, marketing, and career readiness skills.

Professional Summary

Innovative educator, entrepreneur, and communications professional with 25 years of leadership across public, nonprofit, and private sectors. Pursuing a California Teaching Credential through Orange County Department of Education. Holds an international MBA in Global Management, a BA in English and Environmental Studies, and extensive teaching and mentoring experience in community learning environments. Dedicated to inclusive, student-centered instruction in business, marketing, leadership, and communication.

Education

M.B.A., Global Management (with distinction) — Grenoble École de Management, France
AACSB, AMBA, and EQUIS accredited

Thesis: *Leading Business Transformation Across Cultures: Case of Le Sappey-en-Chartreuse*

B.A., English Literature; Minor in Environmental Studies (cum laude) — Skidmore College, Saratoga Springs, NY

Beginning Spanish — Santa Rosa Junior College (2025)

Certifications & Professional Development

- **AI Essentials —** Google | Issued Jul 2025
- **Music Business Foundations —** Berklee College of Music | Issued Jul 2025
- **Certificate in Audio & Recording Production —** Sonoma State University | Issued May 2025
- **High Performance Leadership —** National Association of Counties | Issued Apr 2025
- **Mediation & Conflict Resolution —** SEEDS | Issued Apr 2013
- **Crisis Communications —** Center for Risk Communication | Issued June 2012
- **Essentials of Communication —** Rockhurst University Continuing Education Center

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Teaching & Training Experience

High School Teacher – *Credo High School, Rohnert Park, CA* | January 2026-Present
Teaching Ninth grade Physics and Eleventh grade Astronomy at California Public Waldorf independent charter school. Credo High was selected as a California Distinguished School in 2021 and 2026.

Guest Lecturer – *University of San Francisco, College of Arts & Sciences* | 2025-Present
Deliver graduate lectures on strategic and technical communication, ethics, and media relations. Integrated case studies in leadership and organizational change from business and public sectors.

English Language Instructor – *La Luz Center*, Sonoma, CA | 2025–2026
Teach English as a Second Language to multicultural adult learners. Develop lesson plans aligned with ESL standards and support student confidence, literacy, and cross-cultural understanding.

Curriculum Developer & Lecturer – *Berkeley City College & Berkeley High School* | 2011–2013
Developed and delivered 50+ hours of instruction on demography, economics, and global systems. Designed lessons meeting California standards with real-world civic and social themes.

Instructor, Business English – *École Supérieure de Commerce et de Communication (ESCC)*, Paris, France | 1999
Taught semester-long Business English course for international business students. Created curriculum emphasizing professional communication, presentation, and negotiation.

Mentorship & Supervision: Supervised four student interns (Sonoma State University), one deputy press secretary (U.S. Senate Finance Committee), one policy analyst (Alameda Health System), and two marketing assistants (Whitefish Mountain Resort).

Professional Experience

Founder & Principal – *Sonoma Sound Collective / Resonant Strategies LLC* | Santa Rosa, CA | 2025–Present
Lead a consulting firm focused on communications strategy, business education, and intellectual property empowerment for artists and entrepreneurs.

Communications Specialist – *County of Sonoma* | 2020–Present
Serve as County spokesperson and communications advisor across multiple departments, including Public Infrastructure, Agriculture Weights & Measures, Economic Development, and Emergency Management. Develop instructional, outreach, and media materials; co-produce the *SoCo Chat* educational podcast; mentor student interns; and lead training on public engagement.

Public Affairs Program Manager – *County of Sonoma, Transportation & Public Works* | 2018–2020
Directed public information and community outreach initiatives. Served as Emergency Public Information Officer during regional disasters including the 2019 Kincade Fire.

Marketing & Communications Manager – *Sonoma State University, School of Business & Economics* | 2015–2018
Implemented CRM and digital marketing systems; supervised student interns; collaborated with faculty to promote programs and events; and managed communications for the Wine Business Institute.

Government & Community Relations Manager – *Alameda Health System*, Oakland, CA | 2013–2015
Managed stakeholder communications, legislative outreach, and community engagement during system-wide organizational restructuring. Supervised policy analyst and coordinated media relations for new public health initiatives, including acquisition of two regional hospitals.

Communications Consultant – *Institute for Population Studies*, Berkeley, CA | 2011–2013
Developed and implemented education programs and speaker series on global population and sustainability issues. Created curriculum and taught over 50 hours in secondary and community college settings. Directed marketing, digital outreach, and partner development for awareness and advocacy campaigns.

Communications Consultant – *FleishmanHillard, Inc.*, San Francisco, CA | 2011–2013
Provided strategic communications and public engagement support to corporate and government clients. Represented clients in community meetings and prepared briefings and reports on sensitive policy and infrastructure projects.

Press Secretary – *U.S. Senate Committee on Finance*, Washington, D.C. | 2008–2010
Served as communications advisor to the Chair on national legislation affecting education, health care, international trade, and economic development. Supervised deputy press secretary and coordinated inter-agency communications.

Communications Manager – *Whitefish Mountain Resort (Winter Sports, Inc.)* | 2002–2005
Directed corporate communications, marketing, and guest service programs for a major ski and summer resort. Supervised two marketing assistants and led staff training and community relations initiatives.

Community Involvement

- ESL Instructor – La Luz Center (2025–Present)
- Founder – Sonoma Sound Collective (2025–Present)
- Board Member – SEEDS Community Resolution Center (2012–2014)
- Mental Health Commissioner – City of Berkeley (2011–2013)
- Board Member – Glacier Community Radio (2004–2005)

Technical Skills & Languages

Languages: Advanced French | Beginner Spanish
Technical: HTML, Drupal, WordPress, SharePoint, Smartsheet, Constant Contact, Canva, Adobe Creative Suite, Microsoft 365, Google Workspace, OBS
Social Media: Facebook, X, Instagram, YouTube, LinkedIn

Professional Strengths

Entrepreneurship & business literacy • Curriculum design • Adult and experiential learning • CTE-aligned instruction in business, marketing, and communication • Student mentorship • Cross-cultural communication • Leadership & organizational behavior • Inclusive teaching practices

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References

- Dr. William Silver
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- Gilbert Martinez
  Faculty, University of San Francisco
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- Dr. Angel Casas Gragea
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- Suzanne York
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