

Danny Cox

Digital PR. Social Media. Media Relations. Branding.

<http://dannycoxdidit.com>
dannycoxdidit@gmail.com
45 Morris Avenue
Athens, OH, 45701
937.935.5836

Education

B.S.J. Public Relations, E.W. Scripps School of Journalism, Ohio University, Athens, Ohio

Overall/Major GPA: 3.5/3.74

- Gateway Excellence Award: Full tuition and fees based on academic excellence
- Ohio Board of Regents Scholarship: Four-year, renewable \$2,200 award based on academic excellence
- Dues Paying Member of PRSSA, Social Media Club, Mortar Board National Senior Honor Society- Cresset Chapter, Sigma Alpha Lambda, National Scholars & Honors Society
- Dean's List

Public Relations & Social Media Experience

Blogger/Creator, The PRospective Employee

July 2009- Present, <http://dannycoxdidit.com>

- Create original content regarding the use of Social Media to ease the transition from education to career
- Utilize Twitter and Facebook to drive traffic/communicate with targeted audience/demographic

Public Relations Director, "Trailerpark"

December 2008- Present, www.trailerparkmovie.com, Athens, OH

- Create/execute Public Relations plan for feature-length film, *Trailerpark*, based on book by Russell Banks
- Through media release distribution, secured front page of Life section of Columbus Dispatch
- Through direct pitching, secured two front page stories in Michigan newspapers
- Utilized Twitter and Facebook to sell more than 1,300 tickets to Ohio University premiere
- Executed traditional street-team fliering and meet/greet techniques to fill Lake Placid Film Forum premiere to near capacity

Social Media Coordinator/Blogger, AthensHub.com

June 2008-May 2009, www.athenshub.com, Athens, OH

- Create/maintain the website's social networking profiles
- Create original, Athens, OH-related, Search Engine Optimized content and messages to maximize traffic
- Secured a three-event promotional partnership with local Coors Light distributor
- Ran an aggressive Facebook publicity campaign, nearly doubling the traffic from previous month

Actor/Head Writer/Creative Consultant Fridays Live

September 2006- May 2009, <http://fridayslive.net>

- Led creative brainstorming sessions each week to generate 30 minutes of original material every week
- Wrote/edited sketches/commercials for each episode, filmed live-to-tape in front of a live studio audience
- Created various characters, celebrity impersonations, to perform in front of a live studio audience
- Assisted with aspects of production of episodes, easing the transition of the new head writer and producer

Caller/Student Supervisor, Ohio University Phonathon

September 2007-Present, RuffaloCODY, Athens, OH

- Personally raised \$100,000 in first year as a caller, utilizing personable telephone fund-raising techniques
- Responsible for all recruiting, interviewing, and training of new employees from March, 2009 to present
- Trained callers in proper ask techniques, stressing importance of maintaining Ohio U brand/reputation

Proficiencies & Skills

- Twitter, Facebook, FriendFeed, Blippr, Digg, Del.icio.us, other Social Media strategically for business
- Search Engine Optimization- SEO writing, Web site structure, research tools
- Exceptional writing, speaking, communication skills
- Photography, video composition/editing skills
- Adobe Photoshop, InDesign, Illustrator, Microsoft Word, Powerpoint, some Excel