Daniel F Duran

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435.764.1176

Professional Summary

Digital professional with over twenty years of radio experience, including seven plus years of digital management, and marketing, interactive strategy, and ROI enterprise. Accomplished at creative development (video and print), website operations, digital/sales team cooperatives, project management, and collaborating effectively with corporate, teams, vendors, and clients. As IT Manager, I am able to interconnect technology hardware and software.

Areas of expertise include:

- Digital Sales Manager
- Digital Marketing
- Website Design and Development
- Digital Commerce
- Interactive Strategy
- Email Marketing
- Mobile (SMS) Marketing

- Search Engine Optimization
- Search Engine Marketing
- Social Media Marketing
- Web Analytics and Reporting
- Project Management
- IT Intergration
- Pushes Early Adoption of New Technology

Work Experience

DIGITAL MANAGER/MIS DIRECTOR Cumulus Media ❖ Salt Lake City, Utah

6 years experience

Responsible for all things digital; Chief liason between local management and corporate digital department; Responsible for all properties, including web, mobile, email, and social are brand-aligned, engaging, and able to meet corporate goals; Supervise digital team in day to day operations; Create digital opportunities for both station promotions and client sales campaign; Design and Create video and print solutions for client campaigns or cluster marketing (billboards, TV spots, magazine articles); Managed IT department; Created PHP/MySQL portal for paperless workflow; Consultant to sales team for digital integration to sales efforts; Created sales rate card; Design sales packages; Administered Facebook for all properties, including training talent; Designed online games for client use on campaigns; Acted as the lead contact with clients for all digital efforts, Monitored and tested new technology for radio implementation; Went on sales calls as digital expert; Created marketing presentation in Prezi and PowerPoint.

DIGITAL SALES MANAGER/MIS DIRECTOR Citadel Broadcasting ❖ Salt Lake City, Utah

4 years experience

Hired to develop Digital Division; Responsible for website development, content, ad space assets, creating rate cards; Set budgets for sellers; Assisted sales team with incorporating digital solution to terrestrial advertising; Developed mobile/email marketing agenda; Met with clients as company digital evangelist; Created datebase solutions to station promotions; adopted an SEO protocol; Gathered digital metrics and presented to managers and corporate; Developed social media agenda for all stations in unique voice; Supervised digital team in day to day operations; Managed digital budget; Actred as liaison between team and upper management; Monitored new technology and applications and defined relationship to broadcasting; Designed and created video and print assets for client campaigns, as well as for cluster marketing (billboards, TV spots, magazine articles); Managed IT department.

FREELANCE COMPOSITOR/WEB DESIGNER/FILMMAKER Eleven11 ❖ Logan, Utah

9 years experience

Contracted jobs to develop cross platform applications to define document content into multiple out source formats; Part of a multi-publisher commission which defined and implemented a digital publishing workflow, including sales portal, digital repository, and fulfillment; Created user interface for applications to prepare documents for importation to end user programs; Used Quark Xpress to design and page college textbooks; Designed logos and sales tools for major broadcasting corporation; designed and developed XML-based webpages for use in sales monitoring and inventory; Created and designed web pages in both HTML and Flash; Created multimedia presentations in Apple Pro Apps and Adobe CS Workflows.

PROJECT MANAGER MONARCHSUITE WestWords Inc. ❖ Logan, Utah

5 years experience

Designed, developed, and patented Windows-based software; Developed new coding language (WWdoc) used has become standard in hi-end college math textbooks; Created conversion methods for a number of end user programs to and from XML; Created numerous Add-In programs built to shortcut work loads; Created API conversions to ASCII documents; Managed programmers (both onsite and offshore); Worked as customer support expert, including software/hardware troubleshooting, Created budget proposals, project schedules, goal schedule; Spokesman at conventions, conferences and sales meetings; Programmed Visual Basic applications for cross platform content parsing; Designed, wrote, and keyed technical instruction manuals; Developed new coding language for cross-platform software; Learned and tested numerous multi platform software;

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Used art programs (Photoshop/Illustrator) to create marketing packages and sales brochures; Created and maintained web page; Traveled and trained at conferences on software usage; Tracked and maintained clients records; projected, planned, and logged work schedules; created new methods of coding math strings for input to end user programmed; Acted as company evangelist in promoting vision; attended numerous conferences and conventions on new technologies and content coding; Managed department schedules; In charge of department personnel issues, hirings and dismissals; Created department reports; Department manager.

MANAGER RESEARCH & DEVELOPMENT   Interactive Composition Corporation ❖ Logan, Utah

Designed, developed and created software for in-house usage in conversions from Application files to standard coding structure; Researched new cross platform applications for improving workflow processes; Helped define coding language for importation into end users applications; Disk evaluations (defining file contents) and interactive math equations; Wrote process reports; tracked time/cost savings in new processes; Traveled extensively to conferences and conventions to learn new methods; Speaker at conferences; Production specialist (Quark Xpress); Tested new parsing programs; Responsible for department reports, personnel issues, hiring and dismissals. Created department reports; Department manager.

PROGRAM DIRECTOR   KBRV 790 ❖ Soda Springs, Idaho

Developed playlist/rotations for airplay; Wrote & engineered commercial spots; Programmed playlist application; Created sales presentations, branding image, and web pages.

ON-AIR/BOARD OP   KSFI/KDYL/KRSP ❖ Salt Lake City, Utah

Worked a board op for multiple stations; Responsible for maintaining logs; Responsible for inserting voice track, liners, and commercials; Recorded weather breaks; Board Producer for live shows; Responsible for rewriting news breaks from wire service.

RADIO ANNOUNCER   KTLE-FM ❖ Tooele, Utah

On air announcer; wrote, produced, and voiced commercial and promos; emceed festivals, fairs, concerts; researched and conducted interviews on Public Service subjects; Won Utah Broadcaster Award (1985) for series of interviews on Child Sexual Abuse; voiced sports play by play.

GROUP HOME COUNCILOR   Intermountain Youth Care ❖ Salt Lake City, Utah

Received training for at-risk youth including recognizing and treating depression, suicide warnings, sexual victimization; planned and implemented group therapy sessions; Logged behavior; Developed and implemented treatment plan; Logged and implemented treatment plans; received training in CPR, dealing with aggression; recognizing and dealing with sexualization of youth; Developed and implemented therapy methods.

ON-LINE TECHNICAL SUPPORT   JCJ Services ❖ Berkeley CA

Worked remotely with clients with less-than exceptional computer skills; Repaired all varieties of computers problems including, hardware, software, internet, networking; Spoke to non-technical clients on theirlevel; Devised workarounds, shortcuts, and macros to eliminate further problems.

COORDINATOR YOUTH SELF AWARENESS PROGRAM   Tooele Human Services ❖ Tooele, Utah

Developed program which counseled at-risk youth; administrated budget, work schedules, personnel matters; coordinated between juvenile court, Division of Mental Health, school administration, and Division of Family Services to build roster of participants; trusted with very confidential information; planned and implemented activities which corresponded with treatment plans.

RESOURCE TEACHER   Tooele County School District ❖ Tooele, Utah

Instructed resource students in Math, Science, English, and Studies; Worked at different schools depending on the greatest need; Monitored high-risk students behavior in school and on home study; Tested, graded, and instructed students based on IEPs (Individual Education Plan); Acted as liaison between councilor, parents, and administration.

Education

UNIVERSITY OF UTAH
Bachelor's Degree in Secondary Education

SALT LAKE COMMUNITY COLLEGE
Courses in general education

UTAH STATE EXTENSION
Courses in Psychology

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Related Skills

Completely computer literate ❖ Experienced public speaker ❖ Experienced writing and receiving grants ❖ Experienced writer ❖ Experienced presenter ❖ Well traveled and comfortable in all environments ❖ Experienced managing budgets ❖ Works well under pressure ❖ Successfully managed multi-ethnic staff ❖ Works well with staff ❖ Impeccable reputation ❖ Fluent in most cross platform applications ❖ Working knowledge of most coding languages

Computer Skills

Works equally well on x86 or Macintosh platform ❖ Versed in most computer hardware ❖ Working knowledge of Windows, Mac, Unix and Linux operating system ❖ Expert in most network protocols ❖ Writes Visual Basic coding ❖ Working understanding of XML, MathML, PHP, MySQL, SGML, HTML, Unicode standard, Networking protocols ❖ Worked with Apple/Adobe SDK application development

Software Skills

Apple Pro Apps (Final Cut Pro, Soundtrack Pro, LiveType, DVD Studio Pro) ❖ Adobe CS (Photoshop, Illustrator, Acrobat, InDesign, After Effects, Audition, Dreamweaver, Flash) ❖ Microsoft Office (Word, Excel, PowerPoint) ❖ GoogleDocs ❖ Filemaker ❖ Quark XPress ❖ Text Editor (HTML coding) ❖ Fontographer ❖ Director ❖ Installshield ❖ REALBasic ❖ AppleScriptviWork (Pages, Keynote, Numbers)

References

BUSINESS

Terry Mathis	*Market Manager*	terrywmathis@gmail.com	Cumulus Media
Sally Steele	*President*	sally@tsteele.com	Thompson Steele
Jeff Jensen	*Owner*	jeff@nullptr.com	JCJ Services
Shirley Mercado	*Owner*	shirley@monarchsuite.com	MathMonarch

PERSONAL

John Cole	hurricane.cole@gmail.com
Kenton Snowball	kennysnowball@hotmail.com
Janet Magelby	jmagleby@calshakes.org
Todd Collard	thatswhoiam92@gmail.com

Projects

MATHMONARCH

WestWords, Inc ❖ Logan, Utah

Program developed as an authoring tool for publishers to convert author created math into portable language (WWdoc) for use in high-end publishing programs (i.e. Quark Xpress). Revolutionized creation of math books. Before MathMonarch, publishers would be required to rekey all math structures.

Language Used: C++, Visual Basic, xhtml, Flash

- Project Manager
- Designed, developed, coded interface.
- Led team of multiple programmers from first beta to Version 5.5.
- Managed budgets, schedules, and code-review.
- Created marketing packages and delivered sales pitches.
- Created WWdoc, a syntax which is ASCII based and XML compliant. WWdoc is an all inclusive list of math characters and functions.
- Created *WWdocPi*, a font that matches WWdoc language for all inclusive math characters and functions.
- MathMonarch, WWdoc language, and WWdocPi have become industry standards.
- Created online help files in both html and flash movie versions.

AUTOSPEC

McGraw Hill ❖ New York, New York

Program designed as an inventory tool for publishers to maintain dynamic logs of art images for production titles. Server side database which sorts and stores archival and new information for thousands of images used in published books.

Language Used: Visual Basic, Filemaker Pro

- Designed, developed and coded all aspects of program
- Program interacts with databases (both ASCII and Application files), sorts, and queries via Microsoft API code.
- Depending on department or login preferences, end-user can only access department relevant information.
- Written for both Windows and Macintosh

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TSSUITE

ThompsonSteele ❖ Harvard, Massachusetts
tsCuff
Program designed to migrate author files into Quark XPress. Using a series of filters and scripts, tsCuff corrects common author mistakes or unnecessary formatting. User activated options set parameters for document-wide parsing. An option to save files as Quark-ready application document or XML coded ASCII.
tsGalley/tsDocGalley
Program designed to create thumbnail images of either network directory or results of search query. The user has an option to create 1 up, 4 up, or 8 per page and save as PDF.
tsTagger
Program designed to eliminate the time needed to code XML/ESM by hand. A series of autofill, reading logs, and keyboard shortcuts inserts color-coded code and references into document. tsArtLog Program designed to gather art files into company-wide access location. Using remote logins via internet, the program logs into employee computers at any location, scans for job images, and either updates remote computer or server with most recent file. The program also creates log which will update linked files image catalog.
Language Used: RealBasic, Visual Basic, xhtml, Flash, Filemaker Pro, InstallShield, AppleScript.

- Create all interfaces, web page help, and demo files.
- Suite of programs drastically cut work flow and saved cost on all projects.
- Designed training sessions for both online and on-site presentations.
- Written for both Windows and Macintosh.

TTMACVIEWER free utility
Language Used: RealBasic, Applescript

- Mac viewer for movie files
- records and logs user directories for future viewer reference
- much needed utility

Portfolio

On-line Portfolio
http://dfduran.com/portfolio