

# Daniel Curren

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## Profile

Ten years' experience in communications, media and marketing with proven success driving awareness, engagement and favorable brand image. Well versed in B2B, B2C, executive and internal communications.

- Natural ability to quickly interpret audience motivation and generate compelling, persuasive content
- Adapted to high-pressure situations with quickly evolving, often ambiguous direction
- Proven capability to self-manage and meet tight deadlines while still producing at a high level

## Expertise

- Media Relations
- Press Release Writing
- Editing & Proofreading
- Campaign Strategy
- Brand Management
- Marketing Communications
- Internal Communications
- Script & Speechwriting
- Executive Presentations

## Experience

### Communications Manager

*Michigan Credit Union League & Affiliates, Sep 2014 – Present*

Exercise versatility as sole corporate communications writer and media relations contact. Regular coordination with C-suite, media, shareholders, clients, corporate partners and PR/marketing agencies to generate content for press releases, talking points, speeches and keynotes, executive presentations, employee communications and CEO monthly video address. Adapted to high-pressure situations with quickly evolving, often ambiguous direction.

- Developed and implemented new strategic messaging system, leveraged for companywide copywriting
- Accountable for driving strategy and projecting identity across five distinct brands with varied audiences
- Responsible for writing accurate content and managing end-to-end process for technical documents including annual reports, monthly board reports and quarterly shareholder reports

### Copywriter

*Duffey Petrosky Advertising Agency, Sep 2015 – Mar 2016*

Collaborated with cross-functional teams to produce advertising content for clients including Michigan Credit Union League (MCUL), Blue Cross Blue Shield, Rock Gaming, Auto Plus and Lotus Bakeries. Developed copy for press releases, social media, content marketing, landing pages, various OLM, radio, video and print.

- Through improved subject lines and enhanced content, increased MCUL email open-rate by nine percent
- Developed and published SEO and viral-optimized blog content as part of new inbound marketing strategy resulting in a collective increase in blog traffic of more than 600 percent (organic, direct and referral)

### Communications Specialist/Presentation Writer, LDP

*Education Management Corporation, Jun 2009 – Sep 2014*

Built customizable, turnkey presentations that were utilized by a field marketing team of more than 300 presenters across the United States. Conducted corporate presentations ~180 days per year throughout tenure.

- Corporate trainer and presentation instructor at national, regional and local levels
- Generated over 11,800 student inquiries (110 percent of objective) resulting in more than 450 admissions interviews (112 percent of objective) and 407 student applications (162 percent of objective) over tenure

## Education

### Master of Arts in Communication, Cum Laude

*University of Houston, Dec 2015*

Concentration: Interpersonal Communication

### Bachelor of Arts in Communication, Cum Laude

*University of Michigan, Dec 2007*

Dual Concentration: Public Relations/Corporate Communication (PRCC), Speech