

Dan Cairns

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Education

Grand Valley State University
B.A. - Writing

2012
Allendale, MI

Professional Experience

Marketing Communications Specialist
Oxford Companies

May 2017 - Present
Ann Arbor, MI

- Responsible for the creation, oversight and execution of company marketing and communication objectives
- Work directly with senior management to develop value propositions for the foundations of company marketing efforts, emphasizing brand awareness, customer engagement and an increase in revenue across all departments
- Utilize analytic-based and data-visualization software to track marketing effectiveness, prepare reporting and implement change
- Quickly comprehend complex ideas and effectively communicate to diverse audiences
- Serve as the company's external voice, creating content that is relevant, action-oriented and personable
- Promote the achievements of Oxford through press releases, nominations and website updates to gain media coverage, as well as awards and recognition
- Maintain relationships with media outlets for Oxford to remain relevant and as subject-matter-experts for future articles and publications
- Management and forecasting of marketing budgets
- Training and management of a marketing intern
- Web design and development via the Wordpress engine
- Graphic design, illustration, photography and videography—focused on consistent messaging and visual themes
- Identify print and digital advertising opportunities
- Social media management and content creation
- Coordinate company-sponsored employee events, community projects and philanthropic activities

Marketing Communications Coordinator
Datapak Services Corporation

Sept 2015 - April 2017
Howell, MI

- Supported new and established e-commerce brands with full-scale marketing services, including:
 - Ecommerce store design, development and management with BigCommerce, Shopify and proprietary Content Management Systems
 - Email marketing with MailChimp and Constant Contact
 - Copywriting and content writing
 - Product and corporate photography and videography
 - Branding guide creation, competitor and market research, SWOT analysis and internal surveying
 - Social media management and content creation
- Clients included the Pure Michigan Store, Alterna Hair Care, Olly Nutrition and Yes To

Preferred Substitute Teacher
Dearborn Heights Schools #7

March 2013 - August 2015
Dearborn Heights, MI

- Promoted to Preferred Substitute Teacher based on consistently high levels of reliability, organization and dedication to all district policies and teaching requests
- Position highlights include management of a three month, long term assignment requiring lesson plans to be created and modified outside of normal working hours. These lessons adhered to Michigan Common Core standards for education

Key takeaways: Countless hours practicing patience, persistence, conflict and time management, identification of key personality traits, methods of motivation and how to stay calm in seemingly chaotic environments

Additional Skills

- High proficiency with Adobe Photoshop, Illustrator, InDesign, Premiere Pro and After Effects, as well as the Microsoft Office suite
- Hands-on experience with Google Analytics and AdWords
- Working knowledge of HTML and CSS
- Training and development
- Unending love for problem solving