

W. Daniel J. Parfitt

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RELATED EXPERIENCE

Communications Director

Living Hope Community Church, *Perkasie, PA, September 2021 – Present*

Read about this role: wdjpmmedia.com/lhcc

- Responsible for developing and communicating the organization's purpose, mission, values, and goals through all written and visual avenues
- Work with leadership to initiate, oversee, and perform a complete brand and messaging overhaul, ensuring brand consistency across web, digital, and print mediums
- Develop a brand guidebook and provide branded organization assets and training to staff
- Spearhead and manage content strategy by harnessing brand design, copywriting, and digital technologies
- Oversee creation, delivery, and proper application of all web, digital, and print marketing collateral for both internal and external promotions. Includes but is not limited to web UI/UX designs, digital designs, images, animations, and videos as well as print signage, banners, booklets, brochures, fliers, posters, and more
- Develop marketing and advertising campaigns for small and large projects that translate organization goals to creative strategies and optimal outcomes
- Responsible for all primary communication channels including executive leadership communications, website, MailChimp, Facebook, Instagram, text-messaging, signage, fliers, brochures, physical mailings, letters, and more
- Act as a primary point of contact for public relations, navigating and responding to web and social comments and reviews, communicating with external organizations and vendors, and managing volunteer teams and leaders
- Oversee and coordinate with web, video, events, and marketing teams
- Review and approve art and copy developed by leadership and staff, ensuring that deliverables meet brand guidelines and communication goals
- Play an integral role in the transition to and procedural application of a new CRM and CMS software
- Develop new administrative processes and create training and tutorial materials for staff and volunteers
- Initiate new hire communications onboarding and training
- Coach administrative staff on new and improved processes
- Implement the use comprehensive project plans across the organization to ensure projects run smoothly from ideation to completion

Producer & Director – Contracted Product Launch Video

OA Defense, *Doylestown, PA, July 2023 – Present*

Read about this role: wdjpmmedia.com/portfolio

- Initiate contact with client and provide a project proposal based on the all-new Oracle Arms 2311
- Spearhead pre-production planning
- Create video production agreement, individual contractor agreements, a project plan, project timeline, budget, narrative script, A/V script, mood board, and more
- Recruit and manage production personnel, including technical professionals, actors, and editors
- Coordinate and lead production team meetings and regular check-ins to review project expectations, technical details, and next steps
- Contact and secure filming location(s), as well as identify props and resources, according to the project budget
- Provide flexibility to client by adapting project timeline and deliverables based on unforeseen factors

Brand Design & Strategy Consultant

Freelance, *January 2021 – January 2023*

- Generate brand identities, logos, website designs, product packaging, signage, and other branding and design services
- Meet with business owners to establish project vision, goals, and plans
- Develop project proposals and pitches that excite client expectations
- Outline project needs and goals, building a foundation for exceptional project outcomes that meet and exceed initial expectations

Range Safety Officer & Social Media Manager

Target World Inc, *Chalfont, PA, July 2020 – January 2021*

- Maintain a safe and controlled environment on the range throughout the day, identifying and confronting problematic behaviors
- Working directly with each shooter, regardless of skill level, to ensure they have a firm grasp of how to properly handle themselves and their firearms on the range
- Constant cooperation and communication with fellow RSO's was essential in this dynamic, fast-paced environment, as well as the ability to quickly locate and confront all safety concerns
- Responsible for creating engaging customer-oriented content while also serving as a primary point of contact for the public
- Responsible for posting regular updates and answering various customer inquiries over the phone and via social media interaction
- Maintaining excellent sales and customer service skills

Marketing Copywriter Intern

DeSales University, *Center Valley, PA, August 2019 - May 2020*

- Work with the DeSales Marketing team to coordinate event coverage and journalistic articles
- Photograph events and interview speakers to gain publishing materials
- Write news articles, event summaries, and more to be published on the DSU website

Marketing Associate, Videographer, & Assistant Social Media Manager

Pennsylvania Shakespeare *Festival, Center Valley, PA, June - August, 2018 & 2019*

- Plan, film, produce, edit, and publish all video content, including production trailers, interviews, and more
- Adhering to union guidelines and using strict time management to meet the scheduled publishing dates
- Coordinating with the Director of Marketing & Public Relations to plan filming and editing schedules
- Photographing various social gatherings including fundraisers, opening nights, etc

SKILLS

- Branding | Brand Identity Development | Brand Strategy | Visual Identity Design | Marketing
- Communications | Storytelling | Screenwriting | Creative Writing | Copywriting | Editing
- Project Management | Production Management | Budget Development & Management
- Leadership | Team Management
- Graphic Design | Motion Graphics | Video Editing | Photo Editing
- Social Media Management | Content Creation & Ideation | Data Analysis
- Adobe Creative Cloud | WordPress | Microsoft Office | Google Workspace

EDUCATION

Bachelor's in Media Studies & Communications

DeSales University, Center Valley, PA, Graduated May 2020

- GPA: 3.23 | Phi Theta Kappa Honors Society | Dean's List: 2017, '18, '19

REFERENCES

- Dave Wollman: VP, Sales & Marketing, OA Defense; Dave@oraclearms.com
- Nate Davis: President, CrossroadIT; NDavis@crossroadit.com
- Vince Lloyd: Owner, Oathstone Marketing; vince@oathstonemarketing.com
- Tina Slak: Director of Marketing & Public Relations, Pennsylvania Shakespeare Festival; Tina.Slak@pashakespeare.org
- Janelle Hill: Director of Media Services, DeSales University; Janelle.Hill@desales.edu
- Anthony Rodriguez: Constituent Services/Veteran Outreach, The US House of Representatives; Anthony.Rodriguez@mail.house.gov