

Contact Details

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Find Me Online

www.danielleoser.com | Online Portfolio
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AllCommAllTheTime PearlHarborNurseWWII | Facebook

Experience

Teaching	Research and implement teaching strategies and curriculum for multiple communication, journalism, business and technology courses. Includes: identification of learning goals, lesson planning, student evaluation and assessment, technology integration, classroom control, counseling, text selection, precise record-keeping and initiating interactive activities to further understanding of key concepts Maryville University Associate Instructor 08.13 - Present Total Courses Taught: 13 Strategic Communication Media Writing, Visual Theory, Digital Media [InDesign, Photoshop, Graphic Design], Social Media, Undergraduate Communication Advisory Board Member St. Charles Community College Adjunct Professor 07.15 - Present Total Courses Taught: 10 Public Relations, Journalism, Social Media, Interpersonal Communication PowerPoint Lindenwood University Associate Instructor 06.11 - 12.15 Total Courses Taught: 45 Public Relations, Mass Media Theory and History, Social Media, Desktop Publishing, Photoshop, Media Law, Ethics, Written Communication, Web Design, Advertising, Career Planning, Portfolio Design Webster University Adjunct Professor 08.16 - Present Total Courses Taught: 1 Visual Communication - Advanced Graphic Design
Corporate	Benefit Plans Plus Communication and Business Development Specialist 01.08 - 06.13 Develop and maintain award-winning website, eNewsletter, and social media campaigns Institute employee incentive programs, foster sponsorship relationships and serve as event planner Research accounts, maintain CRM via Saleslogix, create strategic sales plans and track sales pipeline Brown Smith Wallace and BSW Consulting Marketing Project Manager 01.02 - 12.07 Serve marketing and PR needs for the 2nd largest privately owned accounting firm in Missouri Took website from concept to launch. Maintain and optimize 300+ page site highlighting 75+ services Edit and produce five editions of the Software Selection Handbook - circulation 15,000+ Develop and administer Microsoft SharePoint intranet for 200+ employees Serve as project manager for three Virtual Tech Fairs (Online trade show for enterprise software)
Agency	O'Connor and Partners Public Relations Account Executive 01.98 - 11.01 Simultaneously service multiple national and local clients in the St. Louis metro region including: civic/government, telecommunications, technology, real estate, construction, gaming, consumer products, electric deregulation, insurance, professional and financial services, Earned the Silver Anvil [the Oscar of PR] for the "Are You OK with Y2K?" Campaign

Professional Development

PRSA	Member 10.98 - Present Board Member SEMO PRSSA Advisor, APR Chair, Programming, Membership, APR Prep Committee	APR Designation 02.2003 - Present
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Community Involvement

Boy Scouts of America Troop 72 | Assistant Scoutmaster, Webmaster, Committee Member
BSA Greater St. Louis Area Council | District Committee Member, Webmaster/Digital Communication
St. Louis Tri Delta Alumnae President, Board Member | **Young Audiences** Board Member

Skills

Copywriting, Editing, [AP Style, MLA Style]	Visual Content Strategy	Adobe Photoshop
Event Planning	Social Media Marketing: Facebook, Twitter	Adobe InDesign
Media Relations	Pinterest, Instagram	Adobe Bridge
Crisis Strategy	Snapchat, LinkedIn	Adobe Lightroom
Internal PR	Eventbrite, SignUpGenius	Adobe Illustrator
Strategic Planning	MailChimp, IContact,	Adobe Acrobat
Corporate Comm	Constant Contact	Adobe Dreamweaver
Integrated Marketing	WordPress, Blogger,	Microsoft Word
Branding	Drupal, Joomla	Microsoft Excel
Collateral		Microsoft PowerPoint
Photography	Basic: Google AdWords/	Microsoft Outlook
Graphic Design	Analytics, SEO, PPC	Microsoft SharePoint
		HTML, CSS

Education

Lindenwood University | 2009-10 | GPA 4.0
Master of Arts
Digital Media & Interactive Communication
St. Louis Panhellenic Scholarship

University of Utah | 1992-1997
Bachelor of Arts
Mass Communication - Public Relations
Minor - English
Girl Scout Gold Award Scholarship
Leadership Scholarship
Dean's List, Order of Omega, Tri Delta VP