

Dan Cavallari

• Writer • Editor • Photojournalist • Entrepreneur • Educator •

Contact

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CAREER IMPACT

Founder

(2020 - present)

Brown Tie Media

Independent media platform

- Launched a fresh media platform from scratch. Multimedia approach includes written word, photography, video, podcast, social media, and more.
- Created traffic and revenue streams from scratch, including B2B partnerships
- Built several content franchise verticals in short timeframe to diversify audience pools

Publications

Bicycling Magazine
Popular Mechanics
VeloNews Magazine
Triathlete Magazine
Women's Running Magazine
Outside Magazine
Cyclocross Magazine
Road Bike Action Magazine
Mountain Bike Action Magazine
Rouleur Magazine
CyclingTips.com
CycleVolta.Com
TomsGuide.com
Bikerumor.com
CycleSports.JP
Cycling Weekly

Technical Editor

(2015 - 2020)

VeloNews Magazine, Boulder, Colorado

VeloNews is the longest continually running bicycle racing publication in the United States.

- As technical editor, I created new franchises, including the VeloNews Tech Podcast; a video product review series; and a tech newsletter
- Traveled internationally to not only provide event and race coverage (such as the Tour de France), but also build an historical database of gear and tech coverage over the course of six seasons.
- Expanded the role of technical editor beyond the scope of the written word; this included creating a brand around my name and reputation
- Completely overhauled the annual print Buyer's Guide to expand the scope, depth, and coverage of VeloNews's yearly gear product

Skills

Wordpress
Adobe Photoshop
Adobe Lightroom
Adobe Premiere
Yoast SEO Premium
Microsoft Office
Google Workspace

Retail Marketing Specialist

(2015)

SmartEtailing, Boulder, Colorado

SmartEtailing provides business, marketing, and web solutions for independently owned bike shops.

- Took client feedback and customized independent bike shop websites to create a seamless end-user experience in order to increase time on site and sales.
- This position involved significant time

interacting with clients — usually on the phone but also via email — to understand each bike shop's specific needs and turn that information into a useful, modern, and profitable website.

About Dan

Dan Cavallari loves stories. That's why he has spent most of his adult life telling them on the page, on podcasts, in video, and even in ads and marketing materials. He has taught English and writing at the high school level; he has written six novels; his love of stories has taken him all over the world to write about the people and places that make storytelling truly captivating.

When he's not traveling, Dan's often writing, reading, mountain biking, playing his guitar, or spending time in the woods with his wife, daughter, and dog.

Content Production Specialist II (2012 - 2015)

SmartEtailing, Boulder, Colorado

SmartEtailing provides business, marketing, and web solutions to independently owned bike shops.

- Created written content including product descriptions, highlights, and short articles.
 - Shot video footage for product videos and events.
 - Shot and edited photos for websites and pages.
 - Developed Social Media presence and strategies, including blog content, Facebook and Twitter posts, Instagram management, and more.
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- **MORE WORK HISTORY (BACK TO 2004) AVAILABLE UPON REQUEST.**

Hire Dan if you need:

- Impeccable copy
- Engaging storytelling
- Stunning photography
- A multimedia approach
- Dependable production
- A Team player ready to lead

REFERENCES

Gloria Liu

Writer, Editor

Outside, The Atlantic, etc
(720) 326-2328
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