

DANIEL CAVALLARI



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EDITOR

HIGH-CALIBER WRITER | CONTENT STRATEGIST | PROJECT MANAGER

I have spent my professional career as a writer and editor honing research, journalism video, photo, podcast, and project management skills; I have transformed companies and teams through exceptional messaging, impeccable copy, and servant leadership. I am unafraid to take smart and calculated risks while remaining in-tune with company risk appetite. I thrive on educating myself, and translating that learning into advantages for your company.

CAREER SNAPSHOT –

- **Content strategist.** Generated viable marketing and sales opportunities by implementing new media such as podcast and video at both *VeloNews Magazine* and *Brown Tie Media*.
- **Founder and team leader.** Built two new media titles from the ground up and increased audience by over 5000% in two years through strategic partnerships, marketing campaigns, and powerful content.
- **Educator and lifelong learner.** Certified project manager specializing in Agile leadership, with over a decade of proven success leading cross-functional teams in the media space. Developed deep and meaningful emotional intelligence as a high school English teacher.

SIGNATURE ACHIEVEMENTS:

- ✓ **Content strategy overhaul and implementation leadership at *VeloNews Magazine***
- ✓ **Founder of two successful media titles**
- ✓ **Cross-platform media development and implementation, including video and podcast**

SIGNATURE STRENGTHS & COMPETENCIES

PROJECT MANAGEMENT

PMP Certified
PMI-ACP Agile Certified
Emotional Intelligence
Stakeholder Communication
Budget Management

CONTENT STRATEGY

Writing and Editing
Professional Photography
Video Production
Generative AI
CMS

UX AND DESIGN

Team Management
SaaS
Figma
Adobe Creative Suite

EXPERIENCE

BROWN TIE MEDIA – ARVADA, COLORADO | 2021-2023

Founder

As founder of Brown Tie Media, I employed a hybrid model of traditional project management and Agile project management to plan, develop, and execute two new media websites, along with concordant podcast and video channels. I also created and implemented an advertising sales strategy to increase revenue year over year.

- **Drove growth of a brand-new media platform** and increased audience by over 5000% in two years.
- **Built advertising relationships and framework from scratch** by building a rolodex of contacts and actively managing stakeholder needs, thereby increasing revenue from zero to over \$15,000 in first three months.

- **Created brand legitimacy** through media consulting and guidance to numerous brands in the bicycle industry amid dramatically changing landscape.
- **Increased audience of SGFR podcast by 5000%** in two years, placed it in top 25% of all podcasts on platform, and drove ad sales and retention

VELONEWS MAGAZINE – BOULDER, COLORADO | 2015-2020

Technical Editor

As technical editor, I was tasked with completely overhauling the long-neglected tech department by leading a team of freelancers, contractors, and full-time writers and editors to create new franchise verticals that aligned with both editorial direction and sales goals. My most important skill was taking complex concepts — often science-related themes like aerodynamics and materials development — and synthesizing that information to present it in simpler, easily digestible content pieces. I was also chosen by leadership to implement video production and podcast production into our new media verticals.

- **Rebuilt anemic tech department content strategy** and increased frequency and quality of technical reporting both online and in print by creating more than ten new verticals.
- **Drove new revenue growth** by creating, hosting, and editing a new tech podcast and increasing listenership to an average of 10,000 listens per episode in just over year.
- **Highlight of achievement** to build value (this can be a metric achieved, award won, problem solved, program supported, etc.).
- **Diversified gear and tech coverage** at key races like the Tour de France by more than 100% through Agile project management.
- **Converted the annual print Gear Issue** into a print and online product to increase audience exposure and worked with development team on UX/UI.

SMARTETAILING – BOULDER, COLORADO | 2012-2015

Retail Marketing Specialist

I was chosen to help lead a team that implemented new growth opportunities in the SaaS space, particularly in video production, scripting, and design. I served as an educational lead to help implement best practices within the team and build a production studio from scratch. From there, I served a customer-facing role, helping implement many of these new products into customer-owned websites.

- **Drove SaaS conversions** by implementing video production into the company’s catalog of product offerings in order to increase audience year over year.
- **Highlight of achievement** to build value (this can be a metric achieved, award won, problem solved, program supported, etc.).
- **Streamlined graphics production** through introduction of best practices and education of peers in video production and editing.
- **Saved up to 20%** of time spent on ad design and production department-wide through education and best practices.

EDUCATION

BACHELOR’S DEGREE - ENGLISH | University of Maine, Orono, Maine

PROJECT MANAGEMENT PROFESSIONAL (PMP) | Project Management Institute

AGILE CERTIFIED PRACTITIONER (PMI-ACP) | Project Management Institute

UX/UI Training | Zero to Mastery Academy