

# EVE DANIELS

Writing | Video Production | Content Marketing

## SUMMARY

I have two decades of professional experience in writing, communications, and content marketing, along with 10 years of experience running my own video and writing business. This unique background has helped my employers and clients promote their brands, engage their audiences, attract new customers, raise funding, and win awards.

### WEBSITE

[www.evedaniels.me](http://www.evedaniels.me)

### CONTACT

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## TOP STRENGTHS

- Merging visual and written storytelling skills to create engaging, authentic content
- Translating complex topics and jargon into accessible information
- Selecting the best sound bites from lengthy interviews
- Checking the facts and paying attention to detail
- Thinking critically and strategically

## EXPERIENCE

### **Video Producer & Writer**

*Eve Daniels, LLC, Minneapolis | March 2014-Present*

As an independent contractor, I serve as a video producer/director, videographer/editor, writer, and content strategist for academic, nonprofit, and corporate clients.

### **Editor / Content Manager**

*Catersource Magazine, Conference & Tradeshow, Minneapolis | October 2013-June 2014*

Managed, wrote, and edited print, web, and social media content for a B2B publication (25K circulation; 7 issues per year) and annual event for catering professionals.

### **Director, Digital Media Strategy**

*School of Public Health, University of MN, Minneapolis | December 2012-October 2013*

Developed and implemented the school's digital media strategy, with tools and tactics including websites, videos, social media, and e-newsletters.

### **Associate Director, Communications**

*VP for Research, University of MN, Minneapolis | April 2011-December 2012*

Managed content for websites, e-newsletters, and other strategic communications for all OVPR units. Served as editor/writer on business and research blogs.

### **Senior Writer / Editor**

*Hanley Wood Marketing, Minneapolis | April 2010-April 2011*

Wrote, edited, and assigned brand-sponsored content for print and interactive marketing projects, including websites, blogs, custom publications, social media, and e-newsletters.

### **Managing Editor**

*Institute on the Environment, University of MN, St. Paul | 2007-2010*

Wrote, edited, and assigned content for print and online communications. Planned and implemented PR strategies. Co-founded and served as editor/writer on Momentum magazine (now Ensia).

### **Associate Editor**

*Greenspring Media, Minneapolis | 2004-2006*

Wrote and edited stories for Where Twin Cities, Meetings: Minnesota's Hospitality Journal, Official Visitors Guide, Twin Cities Guest Guide, Twin Cities Living, and Chicago Living.

### **Assistant Editor**

*Minnesota Public Radio, St. Paul | 2002-2004*

Wrote copy about regional and national radio programs for articles, ads, and sales kits. Served as editor on MPR's "Plugged In" supplement in Minnesota Monthly magazine.

## **EDUCATION**

**Bachelor of Arts:** Technical Communication, Metropolitan State University | 2000-02

**Video/film training:** Minneapolis College (2009-11): Cinema Production 1 & 2, Sound for Image, Screenwriting, Cinema History; IFP Minnesota Center for Media Arts (2008 & 2016): Cinematography, Final Cut Pro, Adobe Premiere

**Graduate courses:** University of Minnesota: Leadership for the Common Good (2012), Science Writing for Popular Audiences (2007); Hamline University: Groundings in Creative Nonfiction (2003), Creative Writing Core Seminar (2002)

## MILITARY SERVICE

*Airwoman, United States Navy | Norfolk, VA | January 1995-1998*

Served active duty at Helicopter Support Squadron Six

## SOFTWARE SKILLS

Final Cut Pro, Adobe Premiere Pro, Adobe Photoshop, MailChimp, WordPress, Drupal, Final Draft, Google Workspace apps, Microsoft 365 apps, and more

## AWARDS

*University of Minnesota Maroon & Gold Awards (2008 to present):*

- Why CSE? 10 Reasons video (2022)
- CSE Student Voices video series (2021)
- Embracing Change video (2020-21)
- Why I Chose My Major: CSE video series (2019)
- CBS Scholarship & Student Experience videos (2019)
- CTS Research Makes an Impact: Driver-Assist Systems video (2019)
- Food Matters web series (2016)
- CBS Experience video (2015)
- Writing: Here Comes the Sun (2015)
- Drupal Basics handout (2015)
- Momentum magazine (2010-11)
- Big Question: Feast or Famine video (2010)
- Institute on the Environment website (2008)

*Pride of CASE Awards (2019):*

**Silver:** Best Videos for Student Recruitment  
- UMN College of Science and Engineering,  
Why I Chose My Major

MMPA Excellence Awards  
(2005-06; 2009-10):

**Gold:** Momentum magazine: Overall Excellence, Overall Design, Best Feature, Best Publisher's Letter, Best Technical Article, Best Single Cover / Greenspring Media: Best Feature (Where), Overall Excellence (Meetings), Overall Design (Meetings), Best Visuals (Meetings), Best Directory (Visitors Guide), Best Media Kit (MN Monthly)

**Silver:** Best Feature (Momentum & Meetings), Best Single Topic Issue (Momentum), Best Publisher's Letter (Momentum), Overall Design (Meetings), Best Visuals (Meetings), Best Column (Meetings)

**Bronze:** Overall Design (Momentum & Where), Overall Publication (Momentum), Best Directory (TC Living), Best Single Topic Issue (Where)

*Minnesota Dept. of Natural Resources (2018):*

**First place** for monarch on milkweed photo, #MNPublicLands Photo Contest