

DANIEL B. HONIGMAN

2150 N. Lincoln Pk. W. Ave. #108
Chicago, IL 60614
Web site: OldMediaNewTricks.com

Phone: (917) 691-7410
E-mail: Daniel.Honigman@gmail.com

EDUCATION

2006-2007 **Medill School of Journalism** **Evanston, IL**

- M.S.J., Journalism; New Media focus. (Graduated with 3.56 GPA)
- Mike Royko Fellow, 2006-2007; awarded to outstanding writers whose work mirrors Royko's.

2002-2006 **State University of New York at Buffalo** **Buffalo, NY**

- B.A., Anthropology, *cum laude*.

WORK EXPERIENCE

May 2009 – Present **Weber Shandwick** **Chicago, IL**

Digital Communications Supervisor

- Created, developed and executed digital strategies and tactics for companies such as General Motors, Kraft, the Milk Processors Education Program (MilkPEP), Campbell Soup Company and the Cherry Marketing Institute.
- Written white papers and other official Weber Shandwick POVs on key social media issues, such as the new FTC guidelines, for internal and client purposes.

August 2008 – May 2009 **Tribune Interactive** **Chicago, IL**

Social Media Strategist; Editorial Engagement Strategist

- Lead social media strategist for Tribune Company.
- Managed digital employees in multiple markets on digital and social media best practices, strategies and tactics. Teams worked with news companies such as the Los Angeles *Times*, Chicago Tribune, Baltimore *Sun*, WGN Television, etc.
- Produce best practices, social media strategy/tactics, social media training for employees in Tribune markets, as well as on the corporate level
- Company spokesperson for social media initiatives throughout the Tribune Interactive network of sites.

March 2008 – August 2008 **Chicago Tribune** (daily circulation: 575,000+) **Chicago, IL**

Social Media Coordinator/Strategy

- Worked closely with editorial, interactive and marketing departments to develop and launch new social media initiatives.
- Increased number of ChicagoTribune.com page views/unique visits through social media
- Helped develop and implement SEO strategy and techniques for ChicagoTribune.com.
- Increased Chicago Tribune interactive brand presence.
- Served as an internal consultant for several other Tribune Co. brands, including RedEye, Metromix and Chicago Magazine.

August 2007 – March 2008 **Marketing News** (circulation: 25,000) **Chicago, IL**

Staff Writer

- Covered all aspects of marketing for publication targeted to more than 75K mid- and high-level executives.
- Developed mission statement and content strategy for *Marketing News* online presence;

substantially increased blog engagement/participation, and doubled RSS subscriber base for *MN* blog to 4,100.

- Hired by *MN* before first issue of redesign; brought on to help with magazine's new voice and new Microsoft Sharepoint-powered Web portal.

SPEAKING EXPERIENCE: Presenter, panelist, guest speaker, moderator and lecturer at conferences, universities, venues and private workplaces including:

- SXSW Interactive 2009 Conference
- Social Media Jungle at CES 2009
- NewsXchange 2009
- Blogworld 2008 Conference
- Florida Press Association 2009 Conference
- Ragan Conference: Corporate Communications and the Social Media Revolution
- Kellstadt Marketing Symposium at DePaul University
- Crain's Chicago Business
- TiE-Midwest: Trends in Social Media
- Social Media Club of Chicago
- Publicity Club of Chicago
- Society of News Design Chicago "unconference"
- Medill School of Journalism at Northwestern University
- Columbia College Chicago

Proficient or familiar with all Windows operating systems, Radian6, Omniture SiteCatalyst, Google Analytics, Compete, Quantcast, Facebook Insights, Microsoft Office programs and various content management systems. Some experience with HTML coding, Adobe Creative Suite, along with Mac OS.

REFERENCES AVAILABLE UPON REQUEST