



DANIEL HORSCH
SR. MARKETING MANAGER

WHO AM I?

As a lifelong learner, I'm always looking for ways to challenge and better myself, both personally and professionally. I'm goal driven and a true team player. From the initial brainstorming session to the final reveal, I yearn for the opportunity to be a part of something fulfilling that will have a positive impact on others.

SKILLS & ABILITIES

Project Management
Leadership
Web Content Development
CRM Management
Content Curation
Social Media Management
E-Mail Marketing
Photography & Digital Video
Growth Hacker

VITALS

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EXPERIENCE

VISIT DALLAS – DALLAS, TX
FEBRUARY 2017 – PRESENT
SR. MARKETING MANAGER

Conceptualized and led several seasonal and other long-term marketing campaigns to help increase online traffic, enhance customer experience and boost overall brand awareness for VisitDallas. This includes a variety of other high-level and ad hoc projects while contributing with web, e-mail, social media and video content.

- Developed an award-winning experiential product called the Margarita Mile that launched in May of 2018. To date, the app-based experience has more than 4,000 downloads and 500 monthly users across iOS and Android devices.
- Assisted with the production and implementation of three seasonal marketing campaigns that resulted in \$3 million in revenue for Dallas-based hotels.
- Spearheaded the creation of an innovative marketing campaign that was geared towards Dallas residents. Through dedicated analytical research, the campaign resulted in a 15% YOY increase in page views and time on site.
- Created a new influencer marketing strategy that complimented various campaigns throughout the year.
- Coordinated special events throughout the year to support unique programs such as the Margarita Mile but not limited to other events on behalf of VisitDallas.

GRAPEVINE CONVENTION & VISITORS BUREAU – GRAPEVINE, TX

MARCH 2015 – FEBRUARY 2017
DIGITAL MARKETING MANAGER

Oversaw the direction of all digital marketing campaigns, which includes but is not limited to social media, web content and SEO/SEM optimization and e-mail marketing strategies. Directly

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responsible for online brand management and overall awareness to promote Grapevine as a leisure destination. Manages the website for content, usability, design and overall SEO optimization.

- Developed a brand-new social media and web content strategy that led to back-to-back years of growth.
- Helped set new attendance records at marquee annual events by placing an emphasis on paid, digital marketing strategies.
- Oversaw the development of a brand-new website that spanned over six months. The website was a critical component to the overall marketing strategy as it served as the main source of information for more than 1 million unique visitors per year.
- Set a record for online revenue for a highly sought-after holiday event in November. Launched in July, tickets were sold out by August.

VISIT LUBBOCK – LUBBOCK, TX

MAY 2012 – MARCH 2015

INTERACTIVE MARKETING COORDINATOR

Managed all inbound and outbound communications across all social media channels. Maintained the Visit Lubbock and the Lubbock Economic Development Alliance website via two separate content management systems. Regularly monitored each website for content and overall SEO optimization. Curated platform specific content for each social media channel such as Facebook, Instagram, Twitter, Pinterest & Flickr. Generated a regularly stream of unique blog posts that were cross promoted through e-newsletters and social media. Served as the in-house photographer and videographer.

- Developed a brand-new social media strategy that led to continued growth and overall brand awareness for both VisitLubbock and the Lubbock Economic Development Alliance.

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- Created and launched a new video series called, “Live Love Lubbock.” The award-winning video series helped launch the growth of other videos that supported the bureaus online presence.
- Helped the marketing & communications launch a brand-new website in the Spring of 2014.
- Assisted with the management and creation of a brand-new blog that regularly yielded a high-percentage of overall web traffic.

DESTINATION EL PASO – EL PASO, TX

AUGUST 2010 – MAY 2012

COMMUNICATIONS MANAGER

Served as the point of contact for all local, state and national media inquiries on behalf of the organization. Assisted marketing, sales and tourism teams with marketing collateral. Spearheaded the growth of the organization’s social media strategy. Created and implemented several digital marketing campaigns to help drive web traffic and build brand awareness around the city of El Paso.

- Built the bureaus social media presence from the ground up that led to consecutive years of growth.
- Helped the bureau land a nationally recognized social media conference through a highly-interactive social media strategy.

KDBC FOUR NEWS – EL PASO, TX

FEBRUARY 2009 – JULY 2009

ON AIR NEWS REPORTER

Responsible for covering daily news stories while meeting the demands of the daily news cycle. Curated and repurposed news content across the KDBC Four website and social media channels. Assisted with the production of the newscast and shot b-roll when needed.

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EDUCATION**TEXAS TECH UNIVERSITY – LUBBOCK, TX – BROADCAST JOURNALISM****COMMUNICATION**

Public speaking comes naturally to me. I'm comfortable speaking in front of large audiences, to smaller groups ranging from associate level team members, to executives. This includes speaking engagements at industry conferences, interacting with guests at trade shows, to pitching a campaign idea to a room full of board members.

LEADERSHIP

I'm involved in several local and statewide organizations.

- Communities in Schools Dallas Region – Board Member
- Texas Association of Convention & Visitor Bureaus – Committee Chair
- Phi Kappa Psi Alumni Association – Texas Tech University
- Young Professional – Dallas Chamber of Commerce

REFERENCES

Available Upon Request