

DANYEL M. JONES

MULTIMEDIA PRODUCER

PROFESSIONAL PROFILE

Over 15 years of work and education experience in the fields of mass communications, recruitment and social, online and print media. Works effectively as a team member and works well under pressured deadlines. Possesses extensive knowledge in news and documentary writing, photography, video, filming, editing and publishing for multiple platforms including print, radio, higher education, online and social media. Exceptional skill set and expertise in multi-media website design, layout, interviewing, original content creation, post-production, audio and video editing, field producing, quality assurance, online posting, target marketing and promotion.

EXPERIENCE

ASSISTANT DIRECTOR OF ADMISSIONS

Daymar College

(April 2021 – present)

Interviews and recruits qualified applicants for admission to the school in accordance with state and federal accreditation and company policies. Performs a wide range of administrative duties. Conducts a high quantity of prospect phone contacts to secure appointments and interview activity. Conducts daily follow-up activity with undecided interviewees and future class applicants. Assures the Daymar College philosophy of quality services to our students of changing lives, one person at a time.

VIDEO PRODUCER

2U, Inc

(April 2019 – Nov 2020)

Responsible for producing online course content for university partners. Attended weekly course planning meetings with university professors. Created and coordinated filming schedule for professors, actors, students and guests. Cross communicated and facilitated meetings with internal production and creative teams to ensure clarity of



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EDUCATION



DELAWARE STATE UNIVERSITY

B.A. Mass Communications –
Multimedia Journalism

2009



ARGOSY UNIVERSITY

M.S. Organizational
Leadership

2016

production plan. Kept real-time timecode and production notes via Excel for course editors and post-production. Reviews and submits edit requests for all video content for each assigned course for quality assurance.

ADMISSIONS APPLICATION ADVISOR

2U, Inc

(Sept. 2016 – April 2019)

Managed and audited graduate social science application items from submission stage to complete stage. Conducted detailed transcript analysis. Computed and calculated students' grade point average scores. Scanned and uploaded official transcripts using CRM system. Prioritized and organized student letters of recommendation. Cross communicated with 2U admissions managers and teams for process clarity and audit questions. Forwarded final application packages to university partners for final admissions decision.

RECRUITING ACCOUNT EXECUTIVE

Soliant Health

(May 2016 – Sept. 2016)

Connected hospitals, healthcare providers and school districts with highly qualified, full or part-time healthcare professionals in a variety of specialized disciplines; RN's, surgical technologists, physical, occupational and speech therapists, school psychologists, special education teachers, teachers of the deaf and hard-of-hearing, teachers of the visually impaired and more. Carefully sought out and pre-screen candidates for job openings in their desired area throughout the nation. Reviewed and analyzed candidate credentials in order to properly schedule interviews with hiring healthcare facilities and districts. Marketed candidates to multiple healthcare facilities and school districts in order to discover their job needs and presented qualified candidates for hire. Negotiated and facilitated all compensation packages including hourly rate, benefits, 401K, government stipends, travel costs, ext.

COMMUNITY RESEARCH SPECIALIST

The CoStar Group

(Dec. 2015 – May 2016)

Captured information as a prospective renter on multifamily communities. Created competitive differentiation for Costar by collecting availabilities, rent price points and specials on as many communities as possible. Created and analyzed call data reports. Collected rent price points, availabilities

and specials for properties in the multifamily asset class by calling as a prospective renter/secret shopper.

ASSISTANT DIRECTOR OF ADMISSIONS/SOCIAL MEDIA INFLUENCER

Argosy University

(Dec. 2014 – Oct. 2015)

Recruited qualified applicants for admission to the school in accordance with state and federal accreditation and company policies. Managed time and inquiry resources to generate interest in our programs. Conducted a high quantity of prospect phone contacts to secure appointments and interview activity. Conducted follow-up activity with unresolved interviewees and future class applicants. Assured the EDMC philosophy of quality services to clients; development, growth, involvement, and recognition of employees; sound economic principles; and environment which is conducive to innovation, positive thinking and expansion.

DIRECTOR OF LEASING & MARKETING

Texas State Technical College

(June 2014 – Oct. 2014)

Designed, implemented, executed, trained and analyzed of all marketing and leasing promotional materials. Performed daily social media promotion and engagement, mass text message and email communication. Created and facilitated all residential programs for Village Oaks Apartments at Texas State Technical College. Supervised and trained professional and student staff in marketing/leasing initiatives. Actively implemented aggressive marketing techniques and plans to achieve a closing ratio of 100% and secure 100% leasing. Maintained traffic logs of tours, telephone calls, and leasing inquires. Conducted and supervised the completion of follow-up techniques on every prospect.

ADMISSIONS COUNSELOR

Delaware State University

(Nov. 2011 – June 2014)

Responsible for all marketing, promotion, social media engagement and recruitment of high school seniors from the dc, Maryland and Virginia area. Counseled high school seniors and their families through the entire application, admissions and enrollment process. Created and maintained rigorous appointment schedule with over 50 high schools and student-focused organizations. Cultivated great working relationships with students, their families and school guidance counselors via face-to-face meetings, mass emails and highly publicized event marketing campaigns. Participated in local, regional and national college fairs and conferences. Created daily reports of promotion of the university and its events. Promoted the university and its events on all major social media outlets. Facilitated campus tours and on-campus events such as hornet days also developed and coordinated new student orientation and open house. Electronically entered data in banner database system.

ADMISSIONS APPLICATION COORDINATOR

2U Inc.

(Feb. 2011 – Nov. 2011)

Performed electronic data entry with salesforce of submitted information for graduate students for the University of Southern California, University of North Carolina Chapel Hill and Georgetown University. Conducted detailed transcript analysis, computed and calculated students' grade point average scores scanning and uploading official transcripts, prioritize and organized student letters of recommendation.

CONSUMER RELATIONS REPRESENTATIVE

Verizon Wireless

(Feb. 2010 – Feb. 2011)

Provided one-on-one customer service and account management to Verizon Wireless customers via phone. Directly marketed various company products, events and promotions to Verizon Wireless customers and business associates. Multi-tasked branding and administrative duties while performing data entry, customer voice study, account analysis, update accounts. Processed equipment orders and took credit card/check payments.

SKILLS

Demonstrated ability to work and perform well in cross-cultural teams within a diverse community. Excellent oral, written communication, presentation, research and analytical skills. Proficient in Microsoft Visual Basic, HTML,

CMS, CRM - Salesforce, Microsoft Office, Microsoft Windows, Adobe Premiere Pro, Photoshop, Illustrator, Lightroom, WordPress, Prezi, iMovie, Adobe Premiere Pro, Wix, Squarespace, Logic, Audacity.

OTHER EXPERIENCE

CONCIERGE

NFC Amenity Management

(Nov. 2015 – Sept. 2016)

First point of contact for residents, guests and vendors. Tasked with answering resident's requests and reservations for move-in's, emergencies, etc as well as general administrative duties. Provided residents, guests and vendors with excellent "white glove" customer service, smiles and the upmost respect.