

Daniel Martinez Bean

CONTENT WRITER & SOCIAL MEDIA MANAGER

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HIGHLIGHTS

- Rebuilt San Francisco Wallpaper's Instagram account from scratch and, within months had increased engagement by leaps and bounds organically through photo selection, targeted copy, and hashtags. As a result of this growth and my direct communication with interior designers, businesses, and clients, new projects came in and brought in tens of thousands of dollars in revenue, including a \$50k job at the SFMOMA that was a direct result of our Instagram feed. By my client's estimation, work has increased threefold since I came onboard.
- I was chosen to create the featured copy officially launching Cozymeal Catering, a completely new service offered by the company. The piece brought in a great many new customers and has remained on the website.
- At The Loop Exclusive, I helped to develop a comprehensive campaign plan for our client who was hosting a large New Year's Eve party at their establishment. Through targeted social media ads and effective copy, we nearly doubled their projected revenue, making \$39k as opposed to \$20k from the previous year.

EDUCATION

- Bachelor of Arts, Political Science from San Francisco State University (Class of 2011)

PROFESSIONAL EXPERIENCE

San Francisco Wallpaper

Burlingame, CA

Social Media Manager (Contract)

June 2022 – Present

<https://sanfranciscowallpaper.com/>

- Content creation/posting on Instagram.
- Daily engagement, monitoring and responding to comments and questions.
- New follower targeting/audience growth.
- Spam and inappropriate content monitoring.
- Communicating directly with interior designers, businesses, and customers.
- Occasionally add images to the website and compose content to accompany it.

Spot-on Creative**Burlingame, CA**

Content Writer (Contract)

January 2020 – Present

<http://www.spot-on-creative.com/>

- Write clear, compelling copy for various mediums (e.g. ads, blog posts, newsletters).
- Conduct thorough research and interviews.
- Work with creative professionals to build marketing projects and campaigns.

The Loop Exclusive**San Francisco, CA**

Content & Social Media Manager

<http://www.theloopexclusive.com/>

January 2017 – Present

- Content creation/posting on each platform: up to 10 times/week – per client approval.
- Daily engagement, monitoring and responding to comments and questions.
- New follower targeting/audience growth.
- Advertising campaign management.
- Management of contests/special promotions.
- Spam and inappropriate content monitoring.
- Monthly reports on social media analytics.
- Monthly assessment of goals and consulting on social media strategy and marketing integration.

BOLD**San Francisco, CA**

Temporary Content Writer

<https://www.bold.com/>

October 2019 – November 2019

- Work with the content editor to develop targeted SEO content, articles, infographics and other informative prose on the employment/careers industry.
- Work with writers to develop sources and conduct interviews, analyze data for important quantitative facts, be informed about career services topics to provide context and establish expertise in the space.
- Craft compelling narratives, infographic scripts and more from proprietary data; chronicle the work triumphs of extraordinary job seekers in regular blog posts; write engaging, shareable viral content, and put together copy for social media posts, video scripts and

more as needed.

- Work closely with content editor to meet quality writing standards. Ensure that content writing is aligned at the top, middle and bottom of the funnel adding Product and SEO value.
- Check freelance submissions for grammar, spelling, syntax errors as well as factual accuracy, SEO best practice and readability.

MRK Photography

San Francisco, CA

Publicist (Contract)

<https://www.mrksf.com/>

August 2017 – December 2017

- Advise and counsel in any matters pertaining to publicity, public relations and advertising in the fashion industry.
- Content creation; i.e. newsletters, press releases, email correspondence, editorial, and any other writing tasks requested.
- Assisting in maintaining client relationships through correspondence and follow-up.
- Help in promoting and planning details for celebrity and fashion events.
- Conduct any online research as requested.
- Devise strategies most conducive to effective branding.

Cozymeal, Inc.,

San Francisco, CA

Content Writer (Contract)

<https://www.cozymeal.com/>

April 2016 – August 2017

- Develop content for Cozymeal's website, more specifically creating descriptions for our cooking classes as well as chef profiles.
- Occasionally write blog posts.
- Take on projects assigned directly from the Founder/CEO.

Chic Metropolitan Magazine,

San Francisco, CA

Senior Writer

<http://www.chicmetropolitan.com/>

December 2014 – August 2016

- Composed all press releases posted on our Facebook, Twitter, and Instagram accounts.
- Interviewed President of Overstock, Stormy Simon and Founder of AngelList, Naval

Ravikant for the Tech and Business Section of our 'Power of Women' issue.

- Wrote articles for online and print editions of the magazine.
- Manually transcribed interviews, edit, proofread, and submit to our CEO for publication.
- Wrote advertorials for profiled executives, primarily in the area of luxury real estate.
- Edited and revised business proposals.

Tech Focus Magazine (Formerly Tech Fashionist Magazine)

San Francisco, CA

Editor-in-Chief

<https://www.facebook.com/TechFocusMagazine/>

June 2014 – July 2016

- Delegate writing assignments to our writers.
- Conduct research to determine interesting and relevant topics to include in our magazine.
- Coordinate interviews with featured designers, photographers, models, and leaders in the industry.
- Maintain our social media accounts by posting regularly, responding to inquiries, and interacting with fans.

FREELANCE CLIENTS:

Kanjana Designs

<http://www.kanjanadesigns.com/>

Zelenco Designs

<https://zelenco.com/>

Tia Hollingsworth Photography

<https://www.tiahollingsworth.com>

Ashley Chloe, Inc

<https://www.ashleychloe.com/>

Skills:

- Fluent in Spanish.
- Editorial experience; ability to write compelling and engaging narratives.
- Ability to tailor content to the intended audience through appropriate voice.
- Extensive experience in all portions of the writing process including researching, interviewing, manual transcription, editing, and proofreading.
- Thorough knowledge of AP style.
- Ability to meet last minute deadlines in a timely manner.
- Experience managing a variety of social media platforms for a diverse array of clientele.
- Full knowledge of Sprout Social and Hootsuite.
- Experience creating newsletters and generating graphic designs for clients.

