

# Daniel Johnson, Jr.

looking for work in digital media program strategy, implementation, management, community management

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## Summary

I believe in the power of connecting others and helping tell stories that are meant to be told, using technology where needed.

Like a bridge, I excel at connecting people and ideas, especially where I can see that it makes a difference. I'm known for encouraging, inspiring, and spurring others on, and I love the power of stories, whether I'm sharing them or hearing them from others. These stories can be about people or events, or they can even be the stories that data can tell.

I combine a strategic, behind-the-scenes perspective that lets me see multiple paths with a deep conviction that learning as we go can itself often be the best path to take.

Technology has enabled me to make this happen in a number of ways, including, but not limited to

- + Uncovering information in a database and presenting the findings to others;
- + Using social media tools to connect and relate with others online to share ideas, or give and receive feedback to help solve problems;
- + Developing and using technology like CRM to help an organization monitor its connections with potential and current clients, from both the sales and service side of the business.

To that end, I'm involved in a number of efforts right now.

- + Looking for new work that can combine my skills and experience to help bring out the best in a company or organization.
- + Founder, Community Manager - New Media Cincinnati - a social media networking group in the Greater Cincinnati area.
- + Production Assistant - Cincinnati Church of Christ - providing volunteer behind-the-scenes multimedia and content management for events and online presence.
- + Content Manager, Consultant, and Speaker - Jazzmania Productions - umbrella group where I

combine my new media projects, consulting and public speaking.

Important: I send out email about what's going on in my personal and professional life. Connecting with me means you'll get email from me. If that's not okay, please do not connect.

## Specialties

Digital marketing professional with behind-the-scenes experience; community management, power networker and connector; social media strategy, defining requirements, social media network management expertise, managing customer expectations, CRM, payroll services, application development, business intelligence, data analysis, decision support systems, online branding and public relations

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## Experience

### **Adjunct Professor, Marketing at Antonelli College**

January 2012 - Present (1 month)

I recently became a part-time Adjunct Professor at Antonelli College. Teaching an Introduction to Marketing course for students looking to get an Associates of Applied Business degree in Hospitality Arts. Students in this program will go on to careers in meeting conference and event planning, hotel and lodging, and travel and tourism.

Marketing is a key component to this program. Current topics being taught include marketing as a business philosophy, the marketing mix (4P's/7P's), strategic marketing planning, segmentation, and more.

### **Community Manager, Digital Media Consultant, Content Manager, and Speaker at Jazzmania Productions**

January 2002 - Present (10 years 1 month)

Jazzmania Productions is a media production and social media management implementation consulting company. We believe in the power of making connections and telling compelling stories, online and offline.

Founder and Owner Daniel Johnson, Jr., brings a combination of technical experience helping businesses uncover the stories that data tell, as well as media production, social media management, and community building experience.

Daniel has worked in manufacturing, consulting, financial, consumer products, payroll services, and non-profit sectors.

He is the Founder and Community Manager for the New Media Cincinnati digital networking group, and is an active member of Cincinnati Social Media, Inc.

Bringing a unique, behind-the-scenes perspective to work, Daniel is a regular speaker, blogger, podcaster, passionate about helping connect others and creating and sharing compelling stories for clients.

Jazzmania Productions offers the following services:

- \* Blog setup and maintenance
- \* Social media profile setup and maintenance
- \* Social media management
- \* Coaching and training on blogging and social media tools
- \* Community building expertise and management
- \* Content production and online distribution

*55 recommendations available upon request*

### **Business Analyst, CRM and Technical Support at Thinkware, Inc.**

March 2010 - October 2010 (8 months)

ThinkWare ([www.thinkwareinc.com](http://www.thinkwareinc.com)) is the leading provider of Professional Employer Organization (PEO) and Administrative Services Organization (ASO) software solutions, a special customization of the Microsoft Dynamics GP business system.

I was privileged to work among a great team of people who are passionate about helping our awesome clients do great work for their customers.

My role at ThinkWare involved uncovering the great things our software can do for our clients and helping customize it to meet their needs, whether through using tools like SmartList Builder, Extender, Modifier with VBA, and Integration Manager.

As part of our Microsoft Dynamics CRM team, I built new customizations and supported our clients in getting their systems set up and providing training to them. I also set up users for our hosted CRM solution.

*2 recommendations available upon request*

### **Lead Developer at PaySource USA, Inc.**

January 2005 - June 2009 (4 years 6 months)

PaySource was a great company to work with and further develop my analytical skills. Here are some examples of my accomplishments there:

- Implemented server-side processing with SQL Server for custom reports previously developed in Access that improved performance by 95 percent.

- Developed custom applications to transform raw payroll data for thousands of employees into a

format that can be uploaded into the payroll management system, saving hours of payroll processing time. One specific client's payroll went from taking over three hours to produce to only 30 minutes.

- Developed custom Business Intelligence (BI) tools and Decision Support Systems (DSS) to fulfill 401(k) reporting, open enrollment for benefits, worker's compensation reporting, and overall business process requirements.

- Developed custom Business Intelligence tool to better facilitate operations tracking for a courier company.

- Streamlined existing systems by moving from Access database engine to SQL Server, improving performance.

*2 recommendations available upon request*

### **Bartender at Hope Hotel and Conference Center**

August 2003 - January 2004 (6 months)

I thoroughly enjoyed this job, especially because I was able to work at Wright Patterson Air Force Base when many reunions, festivals, conventions, and banquets were being held there to commemorate the Centennial Anniversary of Aviation.

Of particular note was the American Kite Flyers Association, whose base was at the hotel, and their patronage made working there so much fun.

### **Web Design/Developer (Self-Employed)**

March 2003 - May 2003 (3 months)

- Designed web site for a construction company that enables customers to accurately understand the services it provides.

- Developed the corporate web site using HTML and JavaScript.

*1 recommendation available upon request*

### **Programmer at Manpower Professional**

November 2002 - February 2003 (4 months)

- Rebuilt a Resource Planning tool used by vice presidents, financial analysts, and program managers that transforms raw project cost and resource data into easy-to-read reports, saving hours of computing time.

- Managed client expectations by building enhancements to the application, based on additional requirements from end users.

### **Consultant at Sogeti USA, LLC**

August 1998 - June 2002 (3 years 11 months)

Sogeti was a great place to work with. It went through a few name changes while I worked there, from Cap Gemini America, to Cap Gemini Ernst & Young, to now Sogeti.

I'm grateful to have worked on a number of projects related to software development, because they taught me about all the aspects of the software development lifecycle. Some of the things I'm most proud of include

- Defined requirements with end users and crafted technical design for an application that generates information for NAFTA certificates, which saves company millions of dollars annually.
- Managed a team of resources to document mission-critical end user applications to perform actual conversions from legacy systems. Conferred with business owners, end users, and management to verify that the new applications performed the same and/or better than the legacy applications.
- Supported complete software development life cycle proces to develop multi-tiered, Intranet-based Product Data Management System from a Software Quality Assurance perspective. Analyzed business requirements and functional specifications.

*2 recommendations available upon request*

### **Consultant at Source Services Corporation**

November 1997 - June 1998 (8 months)

- Teamed with MIS to enhance existing databases used to generate monthly sales reports for upper management.
- Developed a system that automatically gathers and compiles sales information from several time periods into a summary report, saving processing time and eliminating errors.
- Redesigned tools that compile sales and project information to generate reports that help guide upper level management in their decision-making.

### **Environmental Engineer at Alcoa Building Products**

September 1994 - September 1997 (3 years 1 month)

This was my first job after graduating from the University of Cincinnati in Civil and Environmental Engineering. I was part of a great team that included the Safety Engineer, Industrial Hygienist, Plant Nurse, and EHS Manager. During my time there, I helped set up and run the environmental management programs that helped keep the company in compliance with environmental laws and regulations.

I learned some valuable experience in relating to different people within the company, learning to ask the 'question behind the question'. I also developed and maintained Environmental Data Management Systems that were used for generating reports sent off to the EPA and other

regulatory authorities.

## **Co-op Student at General Dynamics Land Systems**

March 1990 - March 1991 (1 year 1 month)

Starting off in my second year of college, I was able to work in the facilities, scheduling, and change engineering departments during my co-op quarters at GDLS. Not only did I learn some valuable computer experience while there, I developed some great skill in working with a number of different groups of people in order to get work done, often as one of the youngest team members.

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## Skills

**Online Community Management**

**Social Media**

**Podcasting**

**Blogging**

**Presentation Development**

**Community Management**

**Wordpress**

**Digital Media**

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## Projects

### **Cincinnati Bass Blast**

July 2009 to July 2009

Members: Daniel Johnson, Jr., Helena Bouchez

This event was indeed a blast, as the Cincinnati area enjoyed three of the Midwest's great bass artists: Steven Guerrero, Doug Johns, and the Jaquo III-X Reality.

I thoroughly enjoyed working with Helena Bouchez, running online streaming of the event via UStream.tv, generating traffic/viewers to the event using social media (Twitter, Facebook, etc.), and interacting with the online audience as the night went on. Moreover, I recorded each artist's session and posted the video to UStream.tv as well to YouTube. I also helped capture the event through photos that were added to the website's slideshow as the night went on.

### **National Foster Care Month Publicity for Hamilton County Job and Family Services**

May 2009 to May 2009

Members: Daniel Johnson, Jr.

I worked with Mike Boehmer to put together a Social Media Release using Pitch Engine to help publicize Hamilton County Job and Family Services (HCJFS)'s activities for National Foster Care Month in May 2009. This social media release was done in connection with the other media outreach activities HCJFS conducted.

### **One Voice Domestic Violence Community Awareness Walk**

**August 2007 to October 2007**

**Members: Daniel Johnson, Jr.**

The One Voice Domestic Violence Community Awareness Walk (aka One Voice Walk) was a project in Cincinnati, Ohio, to raise awareness and money to help families affected by domestic violence and abuse leaving shelters to get started with necessities.

In August 2007 I contacted the organizers of the One Voice Walk and volunteered my social networking skills and passion for promoting domestic violence community awareness online:

- Organized and set up social networking presence for the One Voice Domestic Violence Community Awareness Walk
- Promoted the 2007 One Voice Walk through other social media (blogs, podcasting, Twitter, etc.), communicating the 'onevoicewalk' brand
- Recorded audio during the walk, which was held in September 2007, including talks given by survivors and friends of those affected, as well as one-on-one interviews with participants and those manning display booths.
- Released audio to the internet during October, National Domestic Violence Awareness month

Because the content has remained online, it still gets attention from others, whether reading the blog posts or listening to the audio content.

### **2011 Ohio Valley Rally**

**September 2011 to September 2011**

**Members: Daniel Johnson, Jr.**

The 2011 Ohio Valley Rally was a multi-church event held in Columbus, Ohio on September 9-10, 2011. I am grateful to have helped out on the multi-person audio-visual team.

We arrived early to set up and stayed late to tear down. We were involved behind the scenes with the band, congregational leadership, and other performers and singers.

I primarily used MediaSHOUT to project content onto screens, which helped create the audio-visual imagery and tell the stories that needed to be told, from song lyrics to scripture passages to video cues.

## Organizations

### **Cincinnati Church of Christ**

Volunteer Digital Content Manager and Production Assistant

May 2006 to Present

<http://www.cincinnatichurch.org/>

This role is important to this organization's mission of creating a welcoming environment for everyone who attends services. It involves producing and managing media content for the church's website, providing audio/visual support for church activities. In 2011 it has further evolved to providing digital marketing strategy and management.

The role demands the ability to work in an ever-changing, multi-tasking environment behind the scenes and includes running 40-track mixing board, Strand lighting mixer, tape deck and CD player, DVD player, MediaSHOUT projection system.

In 2009 I experimented with posting updates via Twitter of worship services and approached the leadership about having a Deacon of Social Media. My efforts in this respect have been featured in MSNBC and in other media. We have also experimented with live streaming audio from the Sunday morning worship services to the internet as a way of connecting with others who otherwise would not be able to participate.

In 2011 I became an Administrator of the church's website and quickly learned how to use the mojoPortal platform to set up and manage content for the site (messages, songs, etc.).

### **Job Search Focus Group (Hyde Park)**

Marketing/Social Media Volunteer and Speaker

June 2009 to March 2010

The Job Search Focus Group of Hyde Park (JSFG), part of the Career Achievement Network (CAN) in Cincinnati, is one of the best support groups around for people in transition. I was very glad to get to know so many talented people.

As a volunteer on the Marketing Committee, I helped the group with strategy, projects, and initiatives related to spreading the word in the Greater Cincinnati community, not only to job seekers, but also to employers were seeking qualified candidates from the JSFG talent pool, including the Fall and Spring Job/Resource Fairs.

One of my strong interests was in helping the JSFG marketing committee understand how job seekers can use social media in their job searches. I was asked to present on this to the group.

### **New Media Cincinnati**

Founder and Community Manager

October 2007 to Present

New Media Cincinnati is a digital media networking group for people in the Greater Cincinnati area involved with or who have an interest in new and social media (podcasting, video podcasting, blogging, micro-blogging, social networking, etc.).

Daniel Johnson, Jr. founded this group out of a deep-seated belief in helping connect others in this space and promote new media in the Greater Cincinnati, Northern Kentucky and Dayton areas. Every month he and others organize events and promote them through digital outreach. They are a great way to take connections made online into the real world. The group presently serves to promote digital literacy in the Cincinnati area.

From a ragtag group of just over 10 people meeting in-person, the group has grown to nearly 500 people as of 2011 and has emerged as one of the most active networking groups in the Cincinnati area.

Together with the Steering Committee they are driving the future direction to transform the group into the best version of itself it can be.

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## Honors and Awards

### **NMC Digital Go The Distance Dedication Award**

New Media Cincinnati

November 2010

In 2010 the New Media Cincinnati Steering Committee decided it was time to recognize and encourage those who have done great work, not only in among the group but also in the Greater Cincinnati area. Nominations take place during October, and anyone can nominate someone for the awards. Voting is done by the community during registration for the November Second Saturday event. The awards are then given at that event, the last one for the year.

In 2010 the community chose me to win the NMC Digital Go the Distance Dedication Award:

"Sincere dedication to attend New Media Cincinnati events. Person who has dedicated his or her time, energy, and resources to consistently travel a great distance to listen, learn, and contribute to New Media Cincinnati."

### **Speaker: YOU are the Message**

Northern Kentucky Chamber of Commerce

June 2011

A session on Professional Communication, describing the importance of personal branding and how what and how we communicate affects the way others see us. Addressed uses of texting (SMS) versus phone versus email versus online (for example, Facebook).

**Speaker: Online Personal Branding - How Well Do You SMELL?**

No Job! Now What? Resource Fair

May 2011

Turfway Park in Northern Kentucky hosted this resource fair. I was asked to talk about using social media in the job search and presented at two sessions a discussion on online personal branding strategy: what an online personal brand is, starting with WHY, the "celery test", LinkedIn, Twitter, Facebook, about.me, personal website.

**Speaker: Social Media in the Job Search**

No Job! Now What? Resource Fair

November 2010

Scarlet Oaks hosted this resource fair, which was open to the public and promoted online as well as through WCPO. I was asked to speak on the topic of Social Media in the Job Search. In order to help the attendees of my sessions get the most out of their time, I made the two sessions interactive. I asked them what specific questions they had about using social media and made sure to address them during my talk.

**Speaker: What's the Big Deal with Social Media?**

Insurance Women Of Greater Cincinnati (IWOGC)

October 2010

I was honored that this group asked me to briefly talk about why social media is important. I tailored the talk based on the level of experience with online tools conveyed to me by the organizers, interjecting some humor while making the talk practical, informative, and motivational.

**Speaker: The Emotional Side Of Job Search**

Job Search Focus Group (Hyde Park)

December 2010

I gave a talk entitled "The Emotional Side of the Job Search" to a group of about 150-200 job seekers. This interactive discussion covered the wide spectrum of emotions felt and techniques to stay positive.

**Speaker: Using Twitter in the Job Search**

Job Search Focus Group (Hyde Park)

November 2009

The Marketing Committee asked me to help create and present on how Twitter can be used in the job search.

**Speaker: Using LinkedIn in the Job Search**

Job Search Focus Group (Hyde Park)

August 2009

The Marketing Committee asked me to help create and present on how LinkedIn can be used in the job search.

**Speaker: The Emotional Side of Job Search**

Maximizing Your Job Search Workshop

April 2009

Held at Crossroads Community Church in Cincinnati, in April 2009, I gave a talk entitled "The Emotional Side of the Job Search" to a group of about 50 job seekers. This interactive discussion covered the wide spectrum of emotions felt and techniques to stay positive.

**Speaker: Real People. Real Job Search Success Stories**

Maximizing Your Job Search Workshop

February 2009

Held at Crossroads Community Church in Cincinnati. I gave a presentation entitled "Real People. Real Job-hunting Success." to a group of about 150 job seekers. This inspiring presentation discusses "How I Got My Job," the job-hunting success stories audio series, which is found at <http://howigotmyjob.com>

**Speaker: Real people. Real job-hunting success stories.**

Podcamp Ohio 2009

June 2009

At the Podcamp Ohio 2009 social media unconference in Columbus, Ohio, I gave a talk entitled "Real people. Real job-hunting success stories." I shared 5 qualities of successful job seekers, based on what I have found from conducting interviews with them, using their own words.

I really appreciated this opportunity to share some good news during a time that has been rough for many people, and I'm grateful that Podcamp Ohio was around to help make this happen.

**Speaker: Managing Multiple Online Identities**

Podcamp Ohio 2008

June 2008

Delivered 45-minute session on Managing Multiple Online Identities to a sold-out, standing room only crowd, discussing the challenges that the various social networks present along with some strategies and tools that help in managing one's presence on them.

Languages

|                               |                                   |
|-------------------------------|-----------------------------------|
| <b>English</b>                | (Native or bilingual proficiency) |
| <b>American Sign Language</b> | (Limited working proficiency)     |
| <b>French</b>                 | (Limited working proficiency)     |

## Education

### **University of Cincinnati**

B.S., Civil Engineering, 1988 - 1994

Activities and Societies: AIESEC International, News Record

### **Mount Healthy High School**

College Prep, 1984 - 1988

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## Honors and Awards

Time Magazine Person Of The Year, 2006 #

NMC Digital Go the Distance Dedication Award winner, 2010 for "Sincere dedication to attend New Media Cincinnati events. Person who has dedicated his or her time, energy, and resources to consistently travel a great distance to listen, learn, and contribute to New Media Cincinnati."

## Interests

helping solve problems, public speaking and presenting, connecting with others, podcasting, music, promoting other people and ideas, reading, learning new technology

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## 62 people have recommended Daniel

"If you're looking for a social media manager/analyst, I would heartily recommend Dan. He lives and breathes relationships and has learned to master the world of social media and digital connections for the purpose of furthering those relationships. Last, Dan is a man of deep integrity and a fantastic friend! -- Bob Irvin"

— **Robert Irvin**, *City Editor, The Middletown Journal*, was with another company when working with Daniel at Jazzmania Productions

"To put things simply, Daniel is an awesome guy. Fueled by a deep, genuine interest in people, and powered by a natural charisma, he has the rare ability to bring together diverse groups of people into a community focused on shared interests - not only using his considerable people skills, but a formidable grasp on social media and Web 2.0 technologies."

— **Will Green**, *Student, Sinclair Community College*, was with another company when working with Daniel at New Media Cincinnati social media group

"Daniel, On behalf of Immaculate Heart of Mary's Job Search Ministry and all of its members, I would like to thank you for speaking to us about *Never Eat Alone: And Other Secrets to Success, One Relationship at a Time* by Keith Ferrazzi, Tahl Raz. We have been serving the unemployed and underemployed in this area for years and it is because of dedicated experts such as you that it continues to be such a success. You were able to personalize your experiences and from the feedback I've received you provided some much needed direction to the group. Thank you for once again sharing your time and talent with us. Sincerely, The IHM Job Search Ministry Team - Erin Chamberlain, Jack Overbeck, June Schlueter, Katie Wagner, Kerry Kane Miller, Laura Schweikert Wilson, Michelle Beckham-Corbin MBA, Sonia Godoy-Tundidor PhD, Steve Molloy"

— **Greg Kissel**, was Daniel's client

"Without a doubt, Daniel "gets it" when it comes to social media. He not only talks the talk, but walks the walk by demonstrating how it can be used in a variety of different business and personal applications. He is one of Cincinnati's leading bright lights working in social media, and I'm pleased to be able to call him a friend."

— **Michael Rubin**, *Social Marketing Manager, Empower MediaMarketing*, was with another company when working with Daniel at New Media Cincinnati social media group

"What more is there to say about this guy? There are experts, then there is this Social Media guru. Some people are on the cutting edge, but Daniel is one of the few who can sharpen it. He has been a tremendous help with my personal branding needs and he can help you as well."

— **Adam Myers**, *Manager/Operator, TheCloseoutVillage.com*, was with another company when working with Daniel at Job Search Focus Group of Hyde Park (Cincinnati)

"Daniel was a wonderful guest expert. We discussed the characteristics of successful job hunters. He brought tremendous value to the discussion by providing concrete examples of what has worked for other job hunters. Look forward to having him as a guest again in the future."

— **Roxanne Ravenel**, *Host, The Savvy Jobseeker Podcast*, was with another company when working with Daniel at How I Got My Job

"Daniel and I met 2008 @ the first LinkedIn meetup for the Cincinnati LinkedIn Group. I quickly realized Daniel always leads with integrity and consistently delivers positive impact. He has created community, value and outstanding relationships through his professional guidance, and expertise in all things social media. Daniel would be an asset to any project or company."

— **Steve Platt**, *Director Shared Interest Groups, American Marketing Assoc. - Cincinnati*, was with another company when working with Daniel at New Media Cincinnati social media group

"Daniel has the unique ability to bring people together and create an environment of learning and fun at the same time! He is always so organized and each month he delivers an amazing event that is different each time! I find myself looking forward to the second Saturday of each month now because of Daniel!"

— **Sara Carbaugh**, *Owner/Operator, Right Click Office Services*, was with another company when working with Daniel at New Media Cincinnati social media group

"Dan introduced me to the New Media Cincinnati group as a friend and a colleague. I was leery about what business value a group focused on social media would have for me but I've been converted from that hesitancy and encouraged to see the true value application for my business and that of my clientele. Also I've gained a tremendous amount of usable knowledge and business insights from the group's vast attendee scope. The meetings have been well organized and have showcased Dan's creativity and spontaneity. Also Dan has been a strong and loud voice in the room keeping things orderly and on track while at the same time being provocative, fun, and a leader of the conversations. Dan uses social media in ways I never imagined would be useful for business, but my openness to new ideas and New Media Cincinnati have been a tremendous help in guiding me to see how to capitalize on emerging technology."

— **Dale Unroe**, *Owner, DU-IT smart*, worked directly with Daniel at New Media Cincinnati social media group

"Daniel Johnson has been a catalyst in the social media space in Cincinnati. Daniel has provided the platform for various industries and people to exchange ideas to improve social media and digital marketing across the Midwest. Specifically, Daniel has enabled me to build personal and professional bridges to enhance and strengthen markets we would not have had exposure to without his help. Thanks so much, Daniel! Keep it up!"

— **Andy Warner**, *Internet Sales Manager, LorMar Auto Group*, was with another company when working with Daniel at New Media Cincinnati social media group

"Daniel is a Social Media guru and evangelist Par Excellence. Over the years I have watched Daniel grow from a simple podcaster, into my "go-to-guy" for anything technology or service related within Social Media and New Media."

— **Tom Rockhold**, *Consultant, Franklin Computer Services Group*, worked directly with Daniel at New Media Cincinnati social media group

"As the organizer of New Media Cincinnati, Daniel Johnson Jr. has helped many people get in touch with other people that they are looking for. His monthly gatherings serve as an excellent tool for networking with individuals in the greater Cincinnati area. At the gatherings, Daniel always makes it a point to introduce new people to other people they might want to connect to. He is a very nice person and has excellent interpersonal skills. It is because of him that I was able to find my current job."

— **Brandon Kilby**, was Daniel's client

"As founder of New Media Cincinnati, Daniel has brought together people from across the region to connect about social media. His tireless approach has built NMC into one of the most active groups of Cincinnati's social media scene. His passion is inspiring."

— **Kevin Dugan**, *Director of Marketing Communications, FRCH Design Worldwide*, was with another company when working with Daniel at New Media Cincinnati social media group

"Daniel brings amazing energy and clarity to any project he chooses to take on. His ability to step in to a situation, assess it and deliver solutions is an invaluable skill - combined with a likable personality and ability to motivate a room full of people would make him an ideal employee. I highly recommend Daniel Johnson, Jr."

— **Jeanne Bernish**, *Owner, Bernish Communications Associates, Inc.*, was with another company when working with Daniel at New Media Cincinnati social media group

"Daniel's passion for using social media to connect people is evident in all his new media projects."

From showing people "the ropes" to delivering useful (and timely!) information in the "How I got my job" series, Daniel has shown himself not only to be a great content creator, but also an important and contributing member of the social media scene."

— **Bob (Robert) Goyetche**, *New Media Evangelist / Audio Producer, Rogic Inc*, was with another company when working with Daniel at New Media Cincinnati social media group

"Daniel really has a passion for helping others with social media... Not only is he a great source of info, but he's a really good guy as well. The New Media Cincinnati meetings are always a great place to network and learn new things."

— **Chris Beiting**, *Product Manager, ShareThis*, was with another company when working with Daniel at New Media Cincinnati social media group

"Daniel introduced me to social networking and was the first real networker I knew; and he is STILL the best one I know. Daniel has an energetic, humorous personality that easily draws people to himself. His ability to connect with people and to connect people, as evidenced by the several strong online communities he has developed, combined with his love of technology, make him a powerhouse in the world of social networking."

— **Vickie Sceifers**, *Owner, VS Productions*, was with another company when working with Daniel at New Media Cincinnati social media group

"I have had the pleasure of working closely with Daniel over the past six months. Daniel is "Mr. Social Media" in Cincinnati. He is the go-to person for all new media and social networking topics. He has a vast knowledge of both the technical and practical uses for a variety of media from: podcasting and blogging to social media networking sites and video conferencing tools. He readily shares all that he knows with anyone having a thirst for new media. More than his knowledge and his expertise, Daniel is an outstanding leader and organizer and his passion for this work shines through in all that he is involved with. He founded the New Media Cincinnati networking group, which has helped place the city of Cincinnati on the Social Media Highway map. The group has grown under his leadership and guidance from just a handful of members two years ago to current monthly meet-ups that see 50 to 60 people coming together to learn, share, network, and find business-building opportunities. I highly recommend Daniel for his leadership, collaborative style and knowledge of new media."

— **Michelle Beckham-Corbin, MBA**, *Owner, Social Media Strategist, C3: Creating Connections Consulting, LLC*, was with another company when working with Daniel at New Media Cincinnati social media group

"Daniel Johnson, Jr. is a new media virtuoso. So, what does that make the New Media Cincinnati group? Only one of the best social media groups in the area! To know Daniel is to know the local community. He is a master of networking. Although, the term "networking" does not quite define it for me. He organizes strong, personal connections between people and groups with ease, honesty

and comfort. I am always amazed at both his knowledge of the subject and his friends/connections within the group. Daniel Johnson, Jr. is one of my most influential new media experts. I enjoy learning from him every day. Thank you Daniel! Mike Cornett"

— **Mike Cornett, OH Video Specialist**, *Owner, Visual Media Concepts*, was with another company when working with Daniel at New Media Cincinnati social media group

"Daniel has such an infectious personality that it's hard to say no. More because he brings himself fully to the table than anything. It's because of his passion and his drive that he has been able to grow this group massively over the last year. Not only that, he knows what us geeks are looking for in the way of connecting and getting to know each other. Daniel is willing to listen, willing to change, and willing to do whatever he needs to in order to fulfill his vision for the group. It's a pleasure to be in a group that Daniel has organized!"

— **Kristen Beireis**, *The Coach's Marketing Coordinator, Coaches' Marketing Source*, was with another company when working with Daniel at New Media Cincinnati social media group

"Daniel is extremely talented and skilled in Web 2.0. He is extremely passionate about everything he does. There is no off-switch to his creativity!"

— **Breanna Gaddie**, *New Media Specialist, Northern Kentucky University Community Connections*, was with another company when working with Daniel at New Media Cincinnati social media group

"I've known Daniel since early this year and find him to be an energetic and knowledgeable resource that has helped me get up to speed in the Social Media arena. The group that he started, New Media Cincinnati, has been the number one source of education and community as I learn more about the power of Social Media technologies. He knows everybody, works very hard at helping those around him, and has a great way of making things fun. Numerous times he's the first one I've called with a question."

— **Jim Sutter**, *President, DVP Multimedia, Web Design & Video*, worked with Daniel at New Media Cincinnati social media group

"Daniel's passion and indefatigable spirit have made New Media Cincinnati a valuable resource for learning and sharing ideas and resources with the local digital community. Daniel is one of the friendliest and most outgoing people you could hope to meet at a professional event. But what makes NMC such a success is his desire to be constantly learning. Daniel approaches others with a genuine curiosity about their experiences and expertise, always collecting knowledge and ideas that he then freely shares with others."

— **Brent Billock**, *Marketing Director, Zacks Investment Research*, was with another company when working with Daniel at New Media Cincinnati social media group

"I can't say enough good things about Daniel. When it comes to social media, I consider him one of

the most knowledgeable and up to date professionals I know of. He has been a valuable resource for me, and I know for many many others who are navigating these new waters as well. In addition to his knowledge, he knows how to organize and manage, and has grown his New Media Cincinnati into one of the most respected social media groups. He's an all around good guy, very ethical and generous. I highly recommend him. He will be a valuable asset to any organization's team."

— **Lisa Desatnik**, *communication consultant and contractor, Lisa Desatnik Public Relations*, worked directly with Daniel at New Media Cincinnati social media group

"Daniel is very knowledgeable and he's great at making connections. Everyone thinks very highly of Daniel. The New Media events are well organized, informative and always a fun to attend. Daniel is one of the most knowledgeable, gifted, focused people I know. This guy can organize and recruit people to attend any event...and he is always successful in his efforts! He brings an incredible amount of experience and expertise to social media. Daniel has done a great job creating New Media Cincy. The group provides a great opportunity for social media professionals to network and enjoy learning new concepts. I look forward to attending more meetings in the future. Daniel is very hard worker. He is always early to setup and sacrifices his time to serve the group and their needs."

— **CHRISTIAAN todd**, *artist - photographer, Christiaan Todd Photography*, was with another company when working with Daniel at New Media Cincinnati social media group

"Daniel volunteered to create a social media press release to help Hamilton County attract more foster parents. He met with me on a Saturday and diligently followed up afterward during his free time. He made sure that we did a quality job."

— **Mike Boehmer**, *APR*, was Daniel's client

"Daniel has built up a wide range of connections with others in social media, as well as clearly establishing his own social media leadership by starting the constantly growing New Media Cincinnati group. Daniel knows his stuff well, and he's great at making connections are starting new networks."

— **Daniel Lewis**, *Owner, D.Joseph Design*, was with another company when working with Daniel at New Media Cincinnati social media group

"Daniel is a great person to work with and I have interacted with him multiple times at the New Media Cincinnati events. The New Media events are well organized, informative and always a pleasure to attend. His passion for social media is contagious and I look forward to attending every second Saturday."

— **Mary Beth Berberich**, *Senior Retail Designer/Strategist, RGI, Inc.*, was with another company when working with Daniel at New Media Cincinnati social media group

"Daniel is one of the best connections I have ever made. It's because of his New Media Cincy that I

have met some of the greatest people and gained new clients within weeks. The purpose of going to the event he founded was to learn more about Podcasting and blogging. Well his event far surpassed my expectations. He is dependable and extremely organized. He knows when and how to use the best social media for communication. He has many skills and talent and is a joy to be around. He is very creative in his agenda and presents events with professionalism and skill. I highly recommend Daniel for your next presentation. If you would like to know more about him - please don't hesitate to ask."

— **Ann Lightfoot, PHR, Photographer, Christiaan Todd Photography**, was a consultant or contractor to Daniel at New Media Cincinnati social media group

"Daniel is a power-house. He is one of the most knowledgeable, gifted, outward-focused people I know. He is the kind of social-media in the mid-west, in my opinion. This guy can organize and recruit people to attend an event...and he delivers! On a scale of 1 to 10, Dan is an 11!"

— **Carole Baker, Recruiter, school of advertising art**, was with another company when working with Daniel at New Media Cincinnati social media group

"Daniel is one of the good guys of social media, always giving, working tirelessly to help others and contributing wherever and whenever he can. He's got the right blend of technical, social networking, and community management skills to kick start a company's social media efforts. He will be a real asset to the company lucky to have him."

— **Warren Sukernek, Director of Content Marketing, Radian6**, worked with Daniel at Jazzmania Productions

"Daniel and I have met up several times for lunch to discuss the on goings of social media and networking. He can present himself very well and is in touch with the direction the web is headed."

— **Joshua Hatfield, Web Developer, iBoomerang.com, Inc.**, was with another company when working with Daniel at New Media Cincinnati Meetup Group

"Daniel is the consummate professional and is willing to go the extra step to make sure that he has truly helped and fulfilled what is ask of him. He brings an incredible amount of experience and expertise to social media & web 2.0 strategies. He has the ability to take highly technical subjects and communicate in a way that is easy to understand and easy to implement (if needed)."

— **Lawain McNeil, President, Chief Marketing Officer, The Advisor Lab**, worked directly with Daniel at New Media Cincinnati Meetup Group

"Daniel is an energetic and talented entrepreneur who always seems to see the glass half full, rather than half empty. In this cynical age, Daniel is one of the few who proves that one can succeed by having a caring and helping attitude toward others. Daniel has been a refreshing businessman to know and work with!"

— **Roxanne Weber**, *Senior Moderator, BizMore.com*, was with another company when working with Daniel at Jazzmania Productions

"Daniel's podcasts are great! He always finds really interesting people to tell their story about how they got their job."

— **Justin Rains**, *Owner, Portal Planet*, was with another company when working with Daniel at Jazzmania Productions

"Daniel thinks outside of the box about technology and new media. I have learned lots from Daniel especially at Twitter. Be careful: he'll get you to listen to more podcasts too!"

— **Barbara Kolbe Baker**, *Principal, Kolbe Market Consultants*, was with another company when working with Daniel at Podcamp Ohio

"Daniel is one of the most involved people I know. He's aware of new trends early on, and is one creative fellow. I heartily recommend Daniel Johnson, Jr. to anyone needing new media guidance!"

— **Steve Webb**, *President, Lifespring Media, Inc.*, was with another company when working with Daniel at Jazzmania Productions

"I met Daniel online just prior to Podcamp Ohio and found him to be extremely friendly, professional and networked. Upon meeting him and attending his presentation at Podcamp Ohio, my positive first impression only increased. Daniel is an engaging, well prepared and approachable presenter. He did a great job of getting the audience to interact and his session was informative and entertaining. Podcamp overall was a wonderful event. Great job, Daniel!"

— **Lara Kretler**, *Account Director, Fahlgren Mortine Public Relations*, was with another company when working with Daniel at Podcamp Ohio

"Daniel's presentation at Pod Camp Ohio was one of the highlights of the day for me. I'm impressed with his grasp of social media and his ability to manage his presence as a part of this new and ever evolving medium. Not only were his presentation skills, and the material presented at a high level, but his ability to engage and involve the audience was an important key to the sharing his wealth of knowledge."

— **Ann Miller**, *Webmaster & Learning Systems Coordinator, Edison Community College*, was with another company when working with Daniel at Podcamp Ohio

"Daniel Johnson, Jr. is an excellent organizer, public speaker, presenter and instructor of new media and podcasting. Daniel possesses great leadership qualities and is a wonderful communicator. Daniel is a valuable asset to any organization. Thank you Daniel for organization the New Media Cincinnati meetups and for helping with and speaking at PodCamp Ohio."

— **Angelo Mandato**, *Chief Information Officer, RawVoice*, was with another company when

working with Daniel at Podcamp Ohio

"Fantastic Presentation at PodCampOhio. I can't wait to hear you present again."

— **Mitch Canter**, *Social Media Expert / Designer, studionashvegas*, was with another company when working with Daniel at Podcamp Ohio

"Daniel is one of the most outgoing and hard working people I have met in the New Media space in quite some time. Always well connect, always leading edge, Daniel has a keen eye for emerging technology and a talent for implementing it. I hesitate to make my recommendation too strong as it may limit my ability to hire Daniel in the future. If you have not had the opportunity to attend one of Daniels technology presentations I highly recommend that you do. You will come away entertained, informed, and with a new friend."

— **John Buehler**, *President, 10 Minute Lessons*, was with another company when working with Daniel at Podcamp Ohio

"Daniel did an excellent job at helping attendees understand the social media tools that are available today. Daniel is great at establishing relationships and connecting people to other people. I have found my business relationship with him to be very beneficial to everything that I do. Cliff J. Ravenscraft <http://gspn.tv>"

— **Cliff Ravenscraft**, *Podcast & New Media Professional, Self-employed*, was with another company when working with Daniel at Podcamp Ohio

"Daniel Johnson Jr. is an influencer, connector, new media guru and just a great guy! I met him through the Cincinnati New Media group that he founded and participated with him at PodCampOhio. He not only knows everyone but he is great at making connections - such a valuable part of growing business and true to the nature of SOCIAL media. Daniel is knowledgeable of new technologies and did an excellent presentation at PodCampOhio on new media. He takes a leadership role and makes everyone feel included and eager to learn."

— **Debba Hauptert**, *Owner, Girlfriendology*, was with another company when working with Daniel at Podcamp Ohio

"Daniel has done a great job creating this group. The meet-ups provide a great atmosphere for web oriented/social media professionals to network and enjoy passionate conversations. I look forward to attending more meetings in the future."

— **Jeff Hertlein**, *Lead Graphic Designer, InQbate Systems*, worked directly with Daniel at New Media Cincinnati Meetup Group

"Daniel is very knowledgeable in the area of new media. His persistence and follow-through on every detail of the 2007 One Voice Walk was second to none! Through Dan's podcasting skills and

audio postings on several different blog locations, I became aware of an issue I otherwise would have missed. I played his promotional audio of the event and event activities several times on my weekly podcasts. One could not ask for more thorough coverage as that provide by Daniel Johnson, Jr."

— **Ed Ovet**, *Electronics Technician, School District of Palm Beach County*, was with another company when working with Daniel at One Voice Walk

"Dan performs audio/visual duties for the Cincinnati church of Christ. Dan consistently provides great service to the congregation. He must get to the building (with his family in tow) early to setup and sacrifices his full participation in the service to serve the congregation. (This church only has one worship service.) The quality of the work is great. His work helps the entire group stay together during the song service and during the message. Dan is a hard worker and will go above and beyond to ensure the work is done right."

— **Stephen Taylor**, *Senior Consultant, TiER1 Performance Solutions*, was with another company when working with Daniel at Cincinnati church of Christ

"The Cincinnati Church of Christ has been transitioning to a more dynamic presentation in its worship service. Dan has done a great job working with dynamic content including custom audio and video in presentations and the song service. His attention to detail and quality makes the transition exciting. The congregation is responding very positively to the changes. Dan has been an integral part of this transition."

— **Andy Erickson**, *Manager Custom Applications, LUCRUM*, worked with Daniel at Cincinnati church of Christ

"Dan has been hosting and producing the 'Journey Inside My Mind' podcast almost from the moment podcasting was created. His high production values and storytelling style have endeared him to many listeners (myself included) and his no-nonsense approach gives him much credibility in the podcast space. I'm proud to have Dan a friend and colleague, and his knowledge of 'new media' should be invaluable to any organization thinking of entering the exciting world of podcasting and web 2.0 content creation."

— **Dennis Gray**, *Podcast Show Host, 101 Uses For Baby Wipes*, worked with Daniel at Journey Inside My Mind Podcast

"Daniel is very reliable and knowledgeable. He delivers what he promises, and then a little more. Quick to answer questions and requests. Clear about what can and cannot be achieved. Highly recommended!"

— **Tony Overstreet**, *Sr. Consultant, Sogeti USA*, worked with Daniel at Cincinnati church of Christ

"Dan is a student and teacher of social media. I recognized his Get That Job! blog as one of the

early leaders in the career blog space, from a professional perspective. As I've gotten to know Dan over the last 18 months I've been impressed with his ability to keep career issues in perspective and understanding of where social media fits into a professional repertoire."

— **Jason Alba**, *CEO, JibberJobber, LLC*, was with another company when working with Daniel at Self-employed

"Daniel is an extremely conscientious professional. His work for the church is always creative, timely and well received."

— **Jan Davis**, was Daniel's client

"Daniel, is a fantastic new media producer. We work together on a live panel discussion podcast called The Pod 5, and Dan is always able to not only keep the topic of discussion flowing, but also keep the topic interesting and relevant."

— **Zack Daggy**, *Host & Producer of The Shameless Plugcast, Self-employed*, worked directly with Daniel at Journey Inside My Mind Podcast

"Dan has a constant eye on detail, a focus on what is happening in the world, and a true "servant's heart." Dan has a handle on new media and is very good at promoting and marketing his product. Expect Dan to give full attention to any task to which he assigns himself."

— **Rich Palmer**, *Producer/Host, Audio Gumshoe*, was with another company when working with Daniel at Journey Inside My Mind Podcast

"What I like most about Dan Johnson is his level of involvement in his projects, as well as the projects of others. As podcasters, we rely heavily on the input from others who are listening to our broadcasts. Dan was great! He was a frequent contributor to our show, as well as to many other podcasts as well. His name, and the "Journey Inside My Mind" podcast are well known in the podcasting community. He is an innovative networker, and has contacts all over the world in the podcasting world. If you haven't already, please listen to the "Journey Inside My Mind Podcast" and see what Dan is all about."

— **Mike Terry**, *Podcaster, 6620 West Kidcast*, worked directly with Daniel at Journey Inside My Mind Podcast

"Dan provided MS CRM support to our organization during his tenure at Thinkware and I appreciated the meticulous care that he took when editing our SQL tables. Dan was thorough, explained everything that he was doing step by step, and turned each troubleshooting session into a mini-training class by reviewing his actions so that I understood what he was doing. He was courteous, punctual with his follow up, and had excellent follow through to determine that he had completely resolved the issue."

— **Katherine Duru**, was Daniel's client

"I worked with Dan at Thinkware and he was always busy, always studying up on the next new thing, always trying to find ways to do things better, and always with a bright and positive outlook on life. It was a pleasure working with him. His work ethic is strong and his attitude always upbeat."

— **Justin Elam**, *Web Application Support, Thinkware Inc.*, worked with Daniel at Thinkware, Inc.

"Dan provides excellent work and is dedicated to performance. I've hired him on 3 occasions the final one being as a full-time employee of the organization I was with. Dan's personable and easy to get along with. Strong family values and strong in his beliefs. I highly recommend Dan as a friend and hard worker."

— **Jeffrey Isbel MBA CNG CLT**, was Daniel's client

"Whenever I have a problem I know that I can count on Dan to provide a quick and correct solution. I have learned a lot from Dan as he is always willing to help and no problem is too complex that he cannot solve."

— **Joe Pickens**, *Software Developer, PaySource, Inc.*, worked directly with Daniel at Paysource, Inc.

"Dan quickly got my website up and running in no time. He did a wonderful job and had great input in the layout and overall design. I give him the highest of accolades on his work!"

— **Jeffrey Isbel MBA CNG CLT**, was a consultant or contractor to Daniel at Self-employed

"Dan did a wonderful job automating very complex operations. His programming was very thorough, methodical, and well documented! Dan produced wonderful analytical data that was not easily attainable. His efforts also reduced many other tasks that were more manually done historically, saving many, many work hours!"

— **Jeffrey Isbel MBA CNG CLT**, was a consultant or contractor to Daniel at Sogeti USA, LLC

"Dan has always been very willing to grow as a professional both by taking suggestions for improvement very seriously and, moreover, by seeking out ways to improve on his own. Dan is a self-starter but is creative in seeking help when he needs it. I am proud to have worked with him."

— **Jeff Dey**, *Senior Consultant, Sogeti USA*, managed Daniel at Sogeti USA, LLC

[Contact Daniel on LinkedIn](#)