

# Daniel Johnson, Jr.

Business Analyst, Social Media Evangelist, Speaker, Community Builder

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## Summary

I wear many hats.

### BUSINESS ANALYSIS

- \* Specializing in Microsoft Dynamics CRM: customization, support, implementation, and development. Helping clients understand the software better to use it in their businesses.
- \* Diverse Business Intelligence (BI) experience in many industries, designing and developing Decision Support Systems (DSS).
- \* Server-side development, optimizing and creating new systems using SQL Server 2005 Management Studio
- \* Use SQL Profiler traces to uncover underlying tables and troubleshoot processes.
- \* SOFTWARE: Access 2003, SQL Server 2005 Management Studio, SQL Server 2000, Visual Basic for Applications, Excel 2003, Outlook 2007, MySQL, Microsoft Dynamics Great Plains, Microsoft Dynamics CRM, and Modifier for Microsoft Dynamics Great Plains

### SOCIAL MEDIA MANAGEMENT

- \* Enthusiastic early-adopter of blogging, podcasting, LinkedIn, Twitter and new media, as fan, producer, and activist, developing and contributing to the community.
- \* Founded the New Media Cincinnati social media networking group [newmediacincinnati.com] in 2007 to promote awareness of new media and social media in Greater Cincinnati, Northern Kentucky and Dayton, helping others connect. Members report that they've benefited professionally and financially through connections made.
- \* Passionate about helping job seekers and love producing the How I Got My Job job-hunting success stories podcast [howigotmyjob.com] and talking about how we can use social media in the job search.
- \* I get the biggest satisfaction from work where I see I'm helping others and look forward to helping

you where I can. Plan on keeping in touch when we connect!

\* StrengthsFinder themes: Woo, Positivity, Strategic, Communication, Activator

## Specialties

Experienced technical professional with a marketing bent; power networker and connector; social media strategy, community builder, defining requirements, social media network management expertise, managing customer expectations, application development, business intelligence, data analysis, decision support systems, online branding and public relations

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## Experience

### **Business Analyst at Thinkware, Inc.**

March 2010 - Present (6 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'm 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 currently involves 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'm currently building new customizations and supporting our clients in getting their systems set up and providing training to them.

### **Founder, Event Organizer, and Speaker at New Media Cincinnati social media group**

October 2007 - Present (2 years 11 months)

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

I founded this group to help connect others in this space and promote new media in the Greater Cincinnati, Northern Kentucky and Dayton areas. Every month we organize events and promote them through digital outreach. They are a great way to take connections made online into the real world.

What began as just over 10 people at meetups in 2007 has now grown to over 50. Online, the group's presence serves as a hub for the Cincinnati social media community and is approaching

400 members.

I have spoken and facilitated discussions, including monthly planning conference calls for the community, in which I also promote local independent musicians on the recorded calls

Other topics include

- \* How can I manage multiple online identities?
- \* Why you I attend a new media unconference like Podcamp?
- \* Are we colleagues or competitors?
- \* How has our involvement in the digital space changed us in 2009?

In 2009 I have organized and led meetings that include

- \* An in-person social tagging exercise on personal branding
- \* 5-minute JOLT discussions from various attendees
- \* New media roundtables
- \* Questions from a Hat, a crowdsourced question and answer event

In May 2009, we conducted our first New Media Cincinnati Unconference, in which attendees organized into clusters to discuss specific topics of interest to them.

In 2010, the group has continued to mature, emerging as one of the most active networking groups in the Cincinnati area. In March, we had a panel discussion on Privacy in Social Media.

*30 recommendations available upon request*

### **Production Assistant at Cincinnati Church of Christ**

May 2006 - Present (4 years 4 months)

Provide audio/visual support for worship services. Includes running 40-track mixing board, lighting system, tape deck and CD player, DVD player, MediaSHOUT system, Strand lighting mixer, digital recording of sermons and messages, and posting them to the church's website. This position demands the ability to work in an ever-changing, multi-tasking environment behind the scenes.

In 2009 I began posting updates via Twitter of worship services and have 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 are currently experimenting with live streaming the 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.

*4 recommendations available upon request*

### **Publisher, and Speaker at Jazzmania Productions**

January 2002 - Present (8 years 8 months)

Jazzmania Productions is the name of an umbrella group I'm using for all my personal new media blog and podcast properties, including

- + How I Got My Job [www.howigotmyjob.com], job-hunting success stories audio podcast series, sharing how real people have obtained their jobs
- + Get That Job! [www.getthatjobonline.com], job search strategy and tools, including the 2009 series where I've practiced answering job interview questions
- + Journey Inside My Mind [www.journeyinsidemymind.com], blog and mostly-music podcast with social media commentary from the Cincinnati area
- + QuotesBlog [www.quotesblog.blogspot.com], a quotation-junkie's collection, obtained from various sources

*11 recommendations available upon request*

### **Marketing/Social Media Volunteer and Speaker at Job Search Focus Group of Hyde Park (Cincinnati)**

June 2009 - March 2010 (10 months)

The Job Search Focus Group (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 Fair.

One of my strong interests was in helping the JSFG marketing committee understand how job seekers can use social media in their job searches. To that end, I helped develop and present on

- + Using LinkedIn for Job Search
- + Using Twitter for Job Search
- + The Emotional Side of Job Search

These presentations were widely received by the Marketing Committee, and were recommended that for presenting to the general JSFG population.

*1 recommendation available upon request*

### **Production Assistant at Cincinnati Bass Blast**

July 2009 - July 2009

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.

### **Public Speaker at PodCamp Ohio**

June 2009 - June 2009

At the Podcamp Ohio 2 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.

### **Lead Developer at Payscale 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*

### **Social Media Public Relations Volunteer at Hamilton County Department of Job and Family Services**

April 2009 - April 2009

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.

*1 recommendation available upon request*

### **Public Speaker at Maximizing Your Job Search Workshop**

February 2009 - April 2009 (3 months)

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.

In February 2009, 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 ongoing job-hunting success stories audio series, which is found at <http://howigotmyjob.com>

In the presentation, I talk about how the project came to be, how people can access and use the website, some of the initial findings and common threads that have been discovered among successful job seekers. I also share some of the job-hunting success stories to inspire and encourage the group.

### **Public Speaker, Presenter, and Outreach Organizer at Podcamp Ohio**

June 2008 - June 2008

Volunteered to assist Podcamp Ohio in digital outreach and delivered a 45-minute session on Managing Multiple Online Identities, discussing the challenges that the various social networks present along with some strategies and tools that help in managing one's presence on them.

If you attended PodCamp Ohio and my session, I'd love to hear your feedback!

*9 recommendations available upon request*

### **New Media Consultant at One Voice Walk**

August 2007 - October 2007 (3 months)

- Organized and set up online presence for the One Voice Domestic Violence Community Awareness Walk, held in Cincinnati, Ohio
- Promoted the 2007 One Voice Walk through social media (blogs, podcasting, other social media networks), communicating the 'onevoicewalk' brand
- Recorded audio during the walk, which was held in September 2007
- Released audio to the internet during October, National Domestic Violence Awareness Walk
- Ongoing management of the social media presence, continuing to raise awareness

*3 recommendations available upon request*

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

August 2003 - January 2004 (6 months)

Fill drink orders that waiters and waitresses take from customers. Prepare dozens of standard mixed drinks accurately, quickly, and without waste, even during the busiest periods. Check identification of customers seated at the bar, to ensure they meet the minimum age requirement for the purchase of alcohol and tobacco products. Directly serve and interact with patrons. Friendly and helpful with customers.

### **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)

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## Education

### **University of Cincinnati**

B.S., Civil Engineering, September 1988 - June 1994

**Activities and Societies:** AIESEC International, News Record

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## Honors and Awards

Time Magazine Person Of The Year, 2006 #

## Interests

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

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## 64 people have recommended Daniel

"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

"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, 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 and 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 has been an important figure in social networks and new media avenues when it comes to connecting people with each other through the New Media Cincinnati group. It's not often that I run into someone who doesn't know who Daniel Johnson Jr. is. The more important thing is that I've never met anyone who's ever had anything but great things to say about him. Daniel's the kind of guy that I'm happy to be associated with in this New Media space!"

— **Cliff Ravenscraft**, *Podcast Consultant & Audio Equipment Sales, PodcastAnswerMan.com*, 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 Johnson Jr has the personality that draws people to him. He is very likable and genuinely cares about the people he interacts with. I believe this allows him to excel in every endeavor he puts his mind to. He has done a tremendous job unifying the Cincinnati New Media scene. Over the last year or so he has pulled people from all walks of life, across many industries. He has grown a committed following from 10-12 attendees to 40-60 attendees at the New Media Cincinnati monthly meetings. I believe Daniel has the unique ability to not only hear a need, but to help formulate a unique answer to help companies and their personnel embrace and understand the social media puzzle and to use it to foster a more loyal customer base."

— **Don Sceifers**, *Owner, Sceifers Unlimited*, 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**, *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 Hicks**, *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 Sukerne**, *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 utilizes podcasts and other new media technologies to bring stories of hope to job seekers (and those who know job seekers). He has a passion for his craft, and artfully encourages many through his work, myself included."

— **Christian Sheehy**, *Tech Center Manager, The Public Library of Cincinnati and Hamilton County*, 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

"Daniel's work for the One Voice Walk definitely helped increase the profile of this very worthy effort. He was very effective in bringing attention to people who had the means to disseminate the information about the event to large audiences."

— **Steve Webb**, *Owner, InTouch Productions*, was with another company when working with Daniel at One Voice Walk

"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

"I've only known Daniel a short time, but I am very impressed with his knowledge of the new media scene. He is dedicated and expresses his knowledge in an open and concise way. I think he would be a great resource for anyone entering the new media world!"

— **Don Sceifers**, *Owner, Sceifers Unlimited*, 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

"Daniel is a passionate and dedicated worker. His work on One Voice Walk is a fine example of this."

— **Zack Daggy**, *Audio Engineer, The Pod 5*, worked directly with Daniel at One Voice Walk

"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**, was Daniel's client

"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

"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 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 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**, 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**, 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](#)