

Dan Farkas, MBA

(614) 668-8921 | dcffarkas@gmail.com
www.linkedin.com/in/danfarkasinteractive

CONTENT STRATEGIST, CONNECTOR, AUTHOR, SPEAKER

Public Relations | Media and Presentation Training | Measurement and Analytics

PROFESSIONAL PROFILE

I'm a nationally renowned strategic communicator, author, podcaster, and instructor. My communication strategies empower brands to grow their businesses and passion projects.

CAPABILITIES

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|------------------------------|----------------------------|--------------------------------|
| ▪ Public Relations | ▪ Media Relations | ▪ Internal Communication |
| ▪ Team Storytelling Training | ▪ Leadership Coaching | ▪ Media Training |
| ▪ Social Media Strategy | ▪ Crisis Communication | ▪ Reputation Management |
| ▪ Content Strategy | ▪ Marketing Strategy | ▪ Message Development |
| ▪ Online Course Development | ▪ Account Service Training | ▪ Writing Workshops |
| ▪ Video Production | ▪ Podcasting | ▪ AI Strategy & Implementation |

Ohio University, Athens, Ohio 2011-2017 & 2024-Present

Strategic Communication Professor and Lecturer |

I've taught 11 different undergraduate level courses in strategic communication research, writing, strategy, and measurement at the E.W. Scripps School of Journalism.

- Exceeded school of journalism expectations in every evaluation received for teaching.
- Nominated for Provost's Award for Excellence in Teaching.
- Developed three courses from scratch, including material on social media strategy, crisis communication, and entrepreneurial communication.
- Advised the Hugh M. Culbertson chapter of PRSSA. The group earned the National Chapter of the Year, Firm of the Year, Pacesetter Award, and Star Chapter from PRSSA.

Dan Farkas Interactive

2009–present

Chief Advocate Officer |

My diverse content strategies help organizations solve problems and optimize opportunities.

Storytelling Training and Executive Coaching:

- Lead professional development cohorts in person, online, and in hybrid formats. My media training has earned a 4.83 out of 5 in attendee evaluations. My agency creativity training helped clients earn national recognition.
- Organized strategic communication planning sessions to prompt agency creativity and business development opportunities. Message development and personal branding seminars with medical researchers increased university collaboration and funding opportunities.
- Presented at nearly 50 conferences in more than 10 states on strategic communication trends and best practices.

Public Relations Strategy and Delivery:

- Obtained 230 media placements, totaling more than \$2 million in publicity value and more than 234 million potential impressions for a community film project. Earned media placements included ESPN, the Washington Post, ABC News, and the Associated Press.
- Developed an earned media plan for a new exhibit. Within two weeks, more than 175 earned media clips garnered \$1 million in advertising value, exceeding client goals tenfold. We obtained multiple media hits in each of Ohio's major market media outlets. The client also received coverage in Phoenix, Washington D.C., St. Louis, and Louisville. Magazine coverage included Ohio Magazine, Columbus Monthly, and 614 Media
- Earned Central Ohio PRSA Award for crisis communication. The client didn't have a promised prize after a national event featuring 17,000 participants. We worked with the live event and social media team to alert attendees about the immediate problem, why it occurred, and how they could get their prize at no cost. Our blog post received 34,000 views and earned media coverage from four local outlets.
- Created an editorial board meeting strategy to help with brand repositioning and donor relations projects. Results included two editorials in support of the client, an award-winning op-ed, a 1,200-word feature, and ad value of nearly \$1 million.
- Developed long-term event plan that tripled attendance expectations and doubled fundraising goals.
- Helped a local sports organization secure new events for Columbus through social media strategy, earned media, and content creation. These events brought millions in visitor spending to the local economy and earned global media recognition.
- Shot, wrote and edited videos and podcasts for social media outlets and websites. Results included a 100% increase in views, 5% video completion rates, and a double-digit percentage revenue growth for the non-profit's fundraising drive.
- Implemented the COPE model (Create once. Publish everywhere) to craft 30 pieces of content for an organization during its two-day annual conference. This fed their social media outreach for six months with reinforced organizational messaging.

Thought Leadership:

- Co-authored *Strategic Content Marketing: Creating Effective Content in Practice*.
- Chosen to join the Marketing Podcast Network with my podcast: *The Strategic Communicator With Dan Farkas*.
- Asked to serve on the Executive Committee for PRSA Counselors Academy.
- Requested to write content for MuckRack, PRSA, and other leading strategic communication platforms.
- Quoted as an expert in Forbes, the BBC, Mashable, and other national publications.

The Ohio State University

2017–2024

Lecturer, Strategic Communication |

I oversaw four undergraduate-level strategic communication courses related to research, writing, strategy, and evaluation. I also advised 1 of 39 student-run communication firms nationally affiliated with the Public Relations Society of America.

- One of less than two dozen people to earn Walt Seifert Award for service to PRSSA
- Exceeded university expectations in annual teaching evaluation, with scores exceeding university average.
- Established partnerships with leading vendors to incorporate new classroom technology
- Saw 10% increase in student run firm membership and earned two national awards for growth, diversity, and public service.
- Coordinated with leading non-profits, small businesses and university leaders to connect students with communication and marketing opportunities.

The Milenthal Group

2010

Account Director |

Oversaw campaign creation, brand development, and community relations work.

- Coordinated statewide wellness campaign to promote healthy eating habits.
- Distributed more than 700,000 pieces of literature to the target audience, increasing web traffic more than 1,000% through mapping a content schedule, outreach calendar, and client feedback loops.

Ohio Chapter, American Academy of Pediatrics

2008-2010

Project Manager |

Oversaw daily operations of the Autism Education Pilot Project, which aimed to promote autism resources and educational opportunities for families, physicians, and support staff.

- Used a B2B campaign to register 900 pediatricians in 90 practices, exceeding state expectations by 53%.
- Created a multimedia B2C campaign generating more than 12,000 unique visitors to a new web resource
- Spiked web traffic 300% through a statewide media relations campaign.

Reporting or Newsroom Experience

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| • Anchor/Reporter/Web Producer, WBIR TV, Knoxville, Tennessee | 2005-2008 |
| • Content Editor/Reporter/Anchor, WWTV, Cadillac, Michigan | 1999-2005 |
| • Reporter, WOI TV, Des Moines, Iowa | 1998-1999 |

Education

2014: Master's in Business Administration, Ohio University, Athens, Ohio.

1998: Bachelor of Science in Journalism, summa cum laude, Ohio University, Athens, Ohio.