

Daniel Heuer

CONTENT DIRECTOR

PROFILE

I PUT MY HEART INTO THE WRITING AND MY SOUL INTO THE BIG IDEA, ALL WHILE MAKING THE CLIENT LOOK WORLD CLASS.

VIEW MY WEBSITE @ DANIELHEUER.COM

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SKILLS

STRATEGY



BRANDING



COPYWRITING



THE REAL WORLD

CONTENT DIRECTOR @ THE SKYLINE AGENCY

May 2017 - Present

Through expert strategy and genius thinking, we launch and grow both global brands and startups. I help with branding new companies & products, as well as overseeing content creation, all while remaining hands on as a writer and conceptual thinker for clients in various industries.

COPYWRITER @ PAGE AGENCY

June 2016 - May 2017

Quickly and effectively, we provide tailored, full-service advertising solutions for brands like Mission Foods, Tortillas Guerrero, Garza & Harris and more. I write copy for product packaging and video/radio scripts, and as a team we concept in-depth social media campaigns for all our clients.

FREELANCE COPYWRITER @ PUBLICIS HAWKEYE

March 2016 - June 2016

We transform brands with big ideas. One of our biggest ideas was rebranding Citibank's entire customer journey. I created a voice that's human, friendly and informative. The new Citi brand cuts through all the confusing industry speak and will reach every single one of their customers.

JUNIOR COPYWRITER @ JAVELIN MARKETING

June 2015 - February 2016

Through killer analytics and a genius creative team, we make the most of our messaging and design. I help create effective direct and e-mail pieces for AT&T, Citibank, Hyatt and more. I am also deeply involved with the development of our agency culture and the internal work that helps us progress.

LESSONS LEARNED

STRATEGIC COMMUNICATIONS @ UNIVERSITY OF NORTH

August 2011 - May 2015

In the heart of Denton, Texas, I toiled four years to get my proudly earned Bachelor of Arts degree. The all nighters, the busy commute and the hard work have all been worth it for a chance to get involved in what is, in my humble opinion, the greatest industry in the world.

PORTFOLIO CLASS

January 2015 - May 2015

I was one of 16 students chosen to work in an intense, fast-paced agency setting in order to build an entry-level portfolio.