

Daniel McGlynn

CONTENT MARKETING STRATEGY

470 Carlston Street
Richmond, California
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PROFESSIONAL OVERVIEW

Hands-on, content-first marketing professional with **over 15 years of experience** specializing in driving strategic outcomes through messaging and storytelling.

Passionate about taking complex ideas and making them accessible while delivering new projects that generate growth.

RELEVANT EXPERIENCE

Nexus / Head of Content

2024 - Present / San Francisco, California

- **Built the foundations for the Nexus Content Machine**, wrote and managed the publication of 100+ blog posts covering research, engineering, community, and industry partnerships
- **Grew social media** and developed a unique “barb” style voice specific to the brand’s social media. Grew followings by orders of magnitude across channels
- Built an **analytics dashboard** and regular reporting for **data-driven content decision-making**
- Created a Nexus Chats, **video interview series** with Nexus employees and key stakeholders
- **Created and launched Exponential**, a podcast about people code, and capital
- Developed **messaging and positioning** across product and corporate audiences and stacks
- Launched **Nexus Update**, a regular newsletter sent to ~1 million people.

Tri-Town Media / Co-Founder & Head of Content

2020 - 2024 / Richmond, California

- Served as **editor-in-chief** for a fast-growing **content-driven company** and took it from an idea and a handful of Google Docs to + \$2 million in ARR through owned organic SEO and performance marketing media
- Continually updated content plans and strategies responding to **changing market demand, business conditions, revenue, budget and ROI** while shepherding short-term and long-term projects from idea to revenue-generating content
- **Hired and managed a team** of freelance writers and content producers with an eye toward growing trust and brand authority
- Worked with and **managed a distributed marketing team** and continually reviewed content strategy for clarity and alignment for niche-specific email marketing campaigns
- Created company infrastructure to **regularly review, monitor, manage, and scale content operations** including use of AI prompts and workflows, and provided trainings and guidance to teammates when necessary
- **Designed and grew individual product brand (style and tone) identities (information architecture)** through content and messaging, examples include *Cybersecurity Guide* and *Tech Guide*. Monitored feedback, analytics, and engagement data to make content decisions
- **Launched two podcasts** and supporting social media (LinkedIn and YouTube) to drive engagement and reinforce authority and expertise while also providing great site content

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Content Management / Content, Strategy, and Go-To-Market Support for Crypto and Web3 Companies

2020 - 2023 / Richmond, California

- Applied creative thinking and copywriting to brand experience projects and touch points including in-product messaging and updates, **weekly email newsletters, company webinar support, annual report-style writing, thought leadership, and op-ed pieces**
- Developed go-to-market strategies and helped **clarify company narrative, brand, or positioning** for business development or outside investment against **the backdrop of a complex and fast-moving digital asset and decentralized finance space**
- Worked with companies including Abra, Dfinity Foundation, Earnity, Coinme, CryptoLiteracy.org, and others

Abra / Content Writer

2018 - 2020 / Mountain View, California

- Managed the creation and execution of strategic communication plans and **product messaging targeting a global audience and aligned with themes of digital asset literacy, investing, and product updates**
- Wrote and edited a range of content including reports, infographic text, bylined company blog articles and updates with a target audience of millions of global users
- **Managed the creation and publication of a regular newsletter** (~75,000 subscribers) by writing stories, commissioning freelance pieces, and developing timely content themes
- **Collaborated on international PR pushes** including creating content (press releases, product guides, and video content) and develop PR relationships, and wrote op-eds for the executive team with the goal of securing earned media coverage from journalists and industry media
- Found ways to **grow and engage the Abra audience** including launching a video and podcast series, infographic partnerships with Visual Capitalist, a graphic novel digital asset explainer series, and an ebook (briefly captured best-seller in finance ebook spot)

UC Berkeley, College of Engineering / Associate Director of Communications & Associate Magazine Editor

2012 - 2018 / Berkeley, California

- Wrote and edited **news stories and narrative features** that covered a range of technical disciplines and scientific research for a biannual Berkeley Engineer print magazine with a global readership (~50,000 print)
- Contributed on a **daily basis as a writer and editor to digital news and email newsletter products**
- Was part of the creative team that redesigned and relaunched the brand supported by the print magazine (from *Forefront* to *Berkeley Engineer*) and redesigned and relaunched the college's website (brand transition from College of Engineering to Berkeley Engineering)
- Collaborated and **managed the expectations of various stakeholders** including faculty, fundraisers, university staff, leadership and executive team, and the external audience of tens of thousands of engaged alumni
- **Converted an ad-hoc digital media and social media presence into a cohesive strategy** and led a group of colleagues from other departments

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- to work towards brand unification and messaging support
- Over time, **grew the social media audience** to tens of thousands of followers across X (formerly Twitter), LinkedIn, and Instagram
- Managed freelance writers, photographers, and designers to produce print and digital content and managed student interns to create images and video content for social media
- Wrote **executive communications including speeches, event remarks, op-eds, and thought leadership-style pieces** for distribution to industry media and mainstream media

Independent Journalist / Freelance

2006 - 2016 / Richmond, California

- Researched, pitched, **reported, and produced print and multimedia** stories for local, regional, and **national publications**
- Developed topical awareness to engage with subject experts across a variety of academic fields and research topics mainly covering science, technology, engineering, and environmental issues.
- Bylines include: *Estuary News, Earth Island Journal, Bay Nature, The California Health Report, The Bay Citizen, The New York Times Magazine, Discover, Sierra, CQ Researcher, Make: Magazine*, and others

Peace Corps Volunteer / Environmental Education

2003 - 2005 / Puerto Diaz, Nicaragua

- Promoted environmental education and teacher training in rural Nicaragua by designing and implementing projects with limited resources

EDUCATION

University of California, Berkeley / Master of Journalism

Master's degree in environmental and science magazine writing

University of Colorado, Boulder / Bachelor of Arts

Bachelor's degree in environmental studies

VOLUNTEER

East Bay Bombers / Assistant Coach

2020 - Present / Pinole, California

- Work with local youth aged 10-16 to develop a championship-caliber travel baseball team