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EDUCATION:

Master Education Technology &
Online Teaching Certificate
Webster University

MA Interactive & Digital Media
Lindenwood University

BA Mass Communication
University of Utah

APR - PR Accreditation
Public Relations Society of America

SKILLS:

- Writing, Social Media, Content Creation, Google Analytics
- Adobe Creative Suite: Photoshop, InDesign, Illustrator, Premiere
- HTML, CSS, Word Press, SharePoint
- Salesforce CRM
- Canvas, Blackboard, Google Classroom
- Kaltura, Camtasia
- Articulate Rise, Storyline
- Microsoft Office, Google Suite
- Tableau, Visme
- Adult Education, Curriculum Development, Instructional Design

Danielle Oser

STORYTELLER - COMMUNICATOR - DESIGNER

As a communications professional and educator, I have a passion for merging technology, learning, and strategic communication. With over 12 years in higher education and 4 years in online education development, combined with 15 years of communications experience, I offer a unique perspective in engaging niche audiences. Equipped with exceptional skills and a proactive mindset, I am excited to contribute to your organization and deliver innovative solutions for communication, education, and storytelling challenges.

EXPERIENCE

INSTRUCTIONAL DESIGNER - SME *Maryville University 1/19 to present*

- Collaborative team member of the instructional design team responsible for developing and recording over 100 guided tutorials, lectures, and lessons, while serving as a subject matter expert and project manager for four online courses.
- Quality control, accessibility oversight, and course maintenance and updating.

ASSOCIATE - ADJUNCT INSTRUCTOR

Maryville University 8/13 to present; Webster University 8/17 to present

Lindenwood University, St. Charles Community College

- Create an active learning environment fostering advanced communication skills.
- Utilize my classroom management and leadership expertise to engage diverse groups of learners and facilitate student engagement.
- Experience delivering asynchronous, hybrid, and synchronous instruction
- Continuously develop strategies to enhance student participation and cater to different learning modalities.

COMMUNICATION AND BUSINESS DEVELOPMENT MANAGER

Brown Smith Wallace & Benefit Plans Plus 1/02 to 6/13

- Successfully conceptualized and implemented the organization's first internal Intranet, improving communication and collaboration among employees.
- Demonstrated expertise in strategic planning, budgeting, and media communications, ensuring effective allocation of resources and messaging.
- Implemented comprehensive marketing, PR, and social media strategies that led to increased sales and elevated brand recognition.
- Managed sales activities, including proposal development, collateral creation, and follow-up, contributing to successful client acquisition and retention.
- Award-winning website development, created engaging weekly newsletters, and executed successful social media campaigns, driving online engagement and attracting a wider audience.
- Instituted employee incentives and cultivated sponsorship relationships, fostering a positive work environment and enhancing brand partnerships.

ACCOUNT EXECUTIVE *O'Connor & Partners 1/98 to 12/01*

- Earned the PRSA Silver Anvil for the "Are You OK with Y2K?" campaign.
- Managed a diverse portfolio of over 20 national and local clients across industries: government, telecom, technology, real estate, construction, gaming, consumer products, insurance, and professional and financial services.
- Demonstrated expertise with multiple award-winning campaigns and projects
- Proficient in strategic planning, media relations, crisis management, branding and identity coordination, strategic planning, and strategy and evaluation.