

Dan Ainspan

EXPERIENCE

Marketing Assistant, Band & Orchestra Products January 2020 - Present
Pearl Corporation | Nashville, TN

Social Media Manager May 2019 - January 2020
Marimba One | Arcata, CA

- Executed best-in-class organic and paid social strategies across 5 social channels for international keyboard and mallets company
- Grew social communities significantly through engaging UGC campaigns; increased Instagram engagement rate 12%, Instagram followers 56%, Twitter followers 10%, average post frequency 30%
- Developed and implemented first-ever social media giveaway campaign resulting in 300 website clicks, 22,000 impressions, 500 new followers, 42% post engagement
- In collaboration with President and Director of Brand, communicated directly with high-profile Artists to promote events and update Artist webpages

Social Media Manager October 2018 – January 2020
Herff Jones | Indianapolis, IN

- Developed and executed social media strategy for national academic achievement brand; growing Instagram and Twitter followers 34%, increasing Facebook engagement 19%, post reach 90%
- Authored Social Media Marketing Playbook and presented two webinars to 50 national sales partners containing tactics and best practices for local engagement
- Developed first-ever social media influencer pilot program partnering with high school students and sales partners across the United States

Social Media & Web Content Manager July 2015 – October 2018
Percussive Arts Society | Indianapolis, IN

- Executed organic and paid social strategies along with website curation, email marketing campaigns and analytics reporting for three brands (PAS, PASIC®, Rhythm! Discovery Center) growing Instagram followers 2,000%, Facebook likes 69%, Youtube subscribers 900%
- Led #PASIC16 and #PASIC17 social media campaigns reaching over 1 million people and totaling 30,000 content impressions
- Hired and managed third-party vendors, photographers and videographers to capture and archive content at national events

Intern February 2014 – July 2015
The Drummer's Journal | New York, NY

- Marketing and administrative assistant for independent digital drum magazine
- Executed content calendars on social media channels totaling 90,000 followers

CONTACT

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 danainspan.com
 @danainspan

EDUCATION

B.A. Music Industry
State University of New York
College at Oneonta
May 2015

Minors:
Audio Production
Percussion Performance

SKILLS

Social Media Strategy
Photo & Video Production
Social & Web Analytics
Web Design
Copywriting
Email Marketing
Artist Relations
Toastmasters Member

SOFTWARE

Pro Tools Certified User
Social Media Certification,
HubSpot (2019)
Final Cut Pro
Reaper