

# Dan Weecks

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## Skill Sets

- Artificial Intelligence prompt engineering
- Marketing Operations Management
- News Media and Public Relations
- AI project management and implementation
- SEO, Web Design, and Data-Driven Analytics
- Writing Copy and Developing Messaging

## Languages

English (*native*)

German (*conversational*)

## Work Experience

**Client Development Manager** · Cypress HomeCare Solutions · Scottsdale, AZ · 5/2023 – Current

Responsible for expanding client base, ensuring client satisfaction, and supporting company operations. Duties include:

- Recruiting, interviewing, and facilitating the hiring of new employees
- Project Management of the Artificial Intelligence and Emerging Technology teams
- Producing multimedia content, writing for the company blog, and managing website/SEO strategies

**Director of Operations** · LiveViral Media · Peoria, AZ · 3/2011 - Current

After developing and successfully managing this multimedia and branding agency, job functions have included designing marketing campaigns, creating and implementing client development strategies, and successfully managing government and private sector accounts.

- Leveraged deep technical expertise and strong development skills to build a roster of over 500 clients
- Managed a team of approximately 100 workers simultaneously
- Produced three successful seasons of the TV show Talk Around with viewership in over 100 countries
- Created content targeted to various stakeholders which generated over \$500,000

## Volunteer Experience

**Operations Manager/PIO/Advisor** · Companion Pets in Crisis · Phoenix, AZ · 10/2019-7/2021 · (*volunteer role*)

Companion Pets in Crisis is a 501(c)(3) non-profit corporation based in Arizona that acts like a fire department for animals. Duties as a first responder included handling emergency calls like house fires and floods in which animals were involved. As Operations Manager, my role included overseeing all business, development, and emergency operations for CPiC.

- Worked closely with the Board of Directors as Policy and Strategy advisor
- As PIO, worked closely with leadership to develop communication strategies and generate fundraising and donor support
- Engaged with the City of Phoenix Council and Emergency Response Management to secure permanent funding for Companion Pets in Crisis

**Public Information Officer** · American Red Cross · AZ/NM/El Paso region · 9/2018-12/2020 · (*volunteer role*)

Curated a positive public image for the American Red Cross, interfaced directly with media outlets and the public on behalf of the American Red Cross, and managed the dissemination of information during emergencies and natural disasters. Responsible for Arizona, New Mexico, and El Paso region territories 24/7 while serving.

- Direct and applied experience in business and media communications including content development, brand messaging, and speech writing
- Deployed to the Big Horn Wildfire and was the primary point of information at the evacuation center
- Wrote and distributed press releases and provided on-camera interviews reinforcing ARC messaging

## Education

**Bachelor of Science** · Major in Management, Human Resources Emphasis  
Northern Arizona University · Flagstaff, AZ