DANIEL MARSHALL 970-596-0761 danocb@gmail.com

STRATEGIC MANAGEMENT - COMMUNITY AND ORGANIZATIONAL LEADERSHIP
LOGISTIC MANAGEMENT - DIRECTOR OF MARKETING - DEVELOPMENT

Accomplished leader with a passion for serving the local community. Experience leading community presentations and working with/serving on town, non-profit, and corporate Boards. Well versed in complex logistic management with the rare ability of creating positive changes where needed and possessing the mindset of never stop learning. Entrepreneurial spirit supported by success in establishing and growing a million dollar foundation, and developing successful programs that attract organizations to the area resulting in new and increased revenue for Crested Butte and Mt. Crested Butte, CO. Expert in planning, coordinating, and executing major events working effectively with residents, town officials, visitors, and supporting establishments to prevent interruption of business.

SIGNATURE STRENGTHS

Small Businesses & Municipality Communication | Teams | Multi–Million Dollar Projects | Community Engagement | Personnel Management | Budgeting | Policy Development | Investor Relations | Organization Rebranding Grant Writing Program Development | Press Releases | Editorials | Media Communications Public Relations | Marketing, Social Media Campaigns | Web & Social Media Analytics

PROFESSIONAL EXPERIENCE

INTERNATIONAL SCHOOL OF PANAMA, Panama City, Republic of Panama 2014 –2016
An international educational institution with 1,250 students.

Professor/Coach
Provided education to 100 6th grade students from around the world focused on embracing diversity in an environment comprised of 50 different nations. Focused teaching on English as the language of inclusion in all teaching and coaching.

- Taught students from a broad range of cultures where no formal training was provided to embrace diversity and broaden quality of life/learning.
- Collaborated with cross–functional teams, including teaching staff, coaches, and faculty members to plan, deliver, and achieve learning goals.
- Developed, implemented, and presented teaching curriculum, created lesson plans focused on English as the language of inclusion, monitored student performance, and accurately maintained grades.
- Championed robotic programming, *"Fun with Science"* for Pre K through 3rd grade students in classrooms of 12 to 15 pupils.
  - ✓ Instruction included MIT Scratch, Lego WeDo, and Mindstorm robotic programming.
  - ✓ Students achieved 90% to 100% knowledge, a surge from zero – 10% prior to program.
- Coached soccer for multiple leagues comprised of U10 (team of 45) and U12 (team of >25).
  - ✓ Each team advanced to either quarter to semi–finals in majority of leagues.

TOWN OF CRESTED BUTTE, CO – Fusion Marketing – Mosaic 2014
A Home Rule Municipality in Gunnison County, Colorado, United States.

Project Manager (Special Event)
Held full accountability for coordinating and directing this multi–million dollar project as contract employee for town under Fusion Marketing Group.

- Orchestrated and successfully executed Bud Light's largest–ever event comprised of 1,500 participants and two major music venues, and multiple indoor and outdoor locations working in partnership with local businesses, municipalities and state agencies.
  - ✓ Coordinated logistics and provided alternative routing with small businesses and residents during multiple day closure of Elk Avenue affecting the town. Averted potentially chaotic situations with small business owners, visitors and residents concerned about access to homes, stores/loss of business during event.
  - ✓ Secured event funding for $11,000 for perimeter fencing of the water treatment plant.
  - ✓ Devised blueprint for controlling and maintaining organization of event, including permitting/licensing, electricity, egress/ingress, traffic flow, property use, sound, lighting, and routing for mail deliveries during and after event.
- Instrumental in acquiring funds for additional security and first responder forces for weekend coverage and securing regional airport, one of the airport's busiest day on record.

CRESTED BUTTE/MT. CRESTED BUTTE CHAMBER OF COMMERCE 2012 – 2014

Executive Director

Charged with representing more than 300 businesses/business members, managing administrative functions, developing policies, budgeting and forecasting, and directing town events: Fourth of July, Fat Bike Week, including Chainless World Championships; sidewalk sales, chili and beer festival, Mardi Gras Parade, Xmas tree lightings and tree disposal from planning through completion.

- Turned around Chamber's fledgling economic situation and negative community perception to a growing enterprise. Produced $2M in economic impact to the area through special events, programs, and services, enhanced membership, strengthened communications, increased programs, and improved event management.
- Profitably and efficiently managed three visitor centers, including budgeting, staffing, and directing day–to–day operations.
- Led and represented business community on government issues and networking opportunities focused on driving quality membership and brand recognition that positively impacted future growth of the community.

ST. VINCENT GENERAL HOSPITAL DISTRICT, Leadville, CO 2011 – 2012

Development & Community Relations Officer

Reported directly to CEO and Board of Directors with accountability for marketing, business development, physician and public relations, community outreach, and foundation creation. Team leader for Six Sigma training.

- Composed business plan, initial marketing and community relations strategy, developed rebranding concept that increased hospital visibility.
- Created annual giving, grant program, grateful patient and major giving campaigns on behalf of the foundation.
- Drove revenue by securing a C–Arm scanner for $1.00 from Centura Health enabling hospital to offer orthopedic surgery and pain management services.

GUNNISON VALLEY HEALTH SYSTEM, Gunnison, CO 2003 – 2011

Director of Marketing /Foundation Executive Director

Responsible for marketing, public, and community relations for all health system entities, including hospital, home health, ambulance service, assisted living, physicians, long–term care facility, and Hospice.

- Cultivated relationships with local state, and media outlets. Developed editorial content, wrote press releases, letters to the editor, articles, leads, and stories.
- Administered roundtable discussions with CEO and implemented a branding convention resulting in system–wide product/service line identification. Directed creative team on design and social media campaigns.
- As Founding Executive Director, Created 501 (c) (3) nonprofit foundation supporting Gunnison Valley Health entities from the ground–up, including staffing, retention of Governing Board of Directors, development of all policies/procedures, created investment policy, and secured investment group to manage $1+M organization with three year fundraising strategy.
- Integral in raising capital funds, drafted bylaws, articles of incorporation, investment policy, and conflict of interest documents.
- Developed Diversified Funding Strategy and Grants Path working in partnership with contract grant writer.
- Fostered and sustained relationships with patients, staff, physicians, local businesses, and universities.

EDUCATION

REGIS UNIVERSITY, Denver, CO

Master of Business Administration

Strategic Management – Completion 2017

Bachelor of Science, Business Administration, 2010

Major: Marketing

PROFESSIONAL DEVELOPMENT

Colorado Leadership Academy | Department of Homeland Security Advanced PIO | Lean Six Sigma