

Daniel Villarreal

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SUMMARY

I am a longtime journalist and community educator specializing in breaking news, politics, and pop-culture. I want to use my compassionate communication skills, critical eye, and dynamic voice to help shape brands via multiple media platforms.

HISTORY

Morning/Weekend Editor, Q Digital San Francisco, California, October 2018 – current

- Write, edit and format 2 to 4 breaking posts daily — political news, entertainment listicles, feature interviews, advertorials, and op-eds (between 300 and 3,000 words) — integrating best SEO and social media practices.
- Recruit contributors and edit stories. Achieved a personal best of 130,000 unique visitors on a single weekend.

Senior Editor, Hornet Stories Los Angeles, California, 2014 – October 2018

- Redesigned and relaunched an LGBTQ news and pop-culture site, expanding its social media platforms from three to five and its content from only English to 7 languages in 9 countries.
- Wrote, edited and formatted 4 to 5 breaking posts daily — political news, entertainment listicles, feature interviews, advertorials, and op-eds (between 300 and 3,000 words) — integrating best SEO and social media practices.
- Hired, edited, and managed 20 freelancers and translators.
- Helped double social media followers from 200,000 to 410,021 via optimized postings using hashtags, timely memes, strategic group sharing, paid boosting, and influencer engagement.
- Independently wrote and recorded 4 informational videos garnering 11,000 views on Facebook and YouTube.
- Independently organized a SXSW party and 5 panels at Creating Change, Netroots Nation, the National Association of LGBTQ Journalists Conference, and GaymerX.

Editorial Manager, Here TV/gay.com Los Angeles, California, 2012 – 2012

- Wrote, edited and formatted 12 monthly web features for niche audiences — young male travelers, queer women, HIV-positive adults — to promote LGBTQ programming on an on-demand and subscription-based cable channel.
- Tailored features for readership across Here Media's 8 web properties.
- Promoted key directors, product developments, and advertising partners across each property's Facebook and Twitter accounts.
- Prepared Facebook promotional posts, giveaways, and boosted posts.

Staff Editor, gay.net Los Angeles, California, 2011 – 2012

- Wrote, edited, and formatted 3 to 6 current entertainment, pop-culture, and opinion posts — between 100 and 3000+ words — daily for nationwide blog.
- Created compelling content to increase readership from negligible to a best daily record of 406,000 page views.

Regular Contributor/Day Editor, queerty.com San Francisco, California, 2008 – 2011

- Wrote, edited, and formatted 8 to 10 breaking news, entertainment, feature, and opinion posts daily — between 100 and 3,000+ words — for nationwide blog of 900,000 readers.
- Created compelling content to increase readership from zero during the website's down period back to 1,000,000 unique page views in eight months.

EDUCATION

Master of Fine Arts — Creative Writing Columbia University, New York, New York - 2010

Bachelor of Arts — English & Psychology Austin College, Sherman, Texas - 2001

ACCOMPLISHMENTS

- 10-year press-accredited attendee of SXSW 2009 - 2019.
- Founder of QueerBomb Dallas, a non-corporate community Pride rally, march and celebration
- Founder of CinéWilde, the nation's longest running monthly LGBT film series
- Previous contributor to towelroad.com, The Dallas Voice, Metro Weekly's Poliglot blog
- Spoke and organized workshops at SXSW 2019, Creating Change, Netroots Nation, the National Association of LGBTQ Journalists Conference and GaymerX
- Second place recipient of the 2016 National Association of LGBTQ Journalists Award for Excellence in HIV/AIDS Coverage