

Daniel Villarreal

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SUMMARY

I'm a longtime journalist and community educator specializing in LGBTQ political culture, film and video game history, and sexual health. I want to use my compassionate communication skills, critical eye and dynamic voice to continue educating media consumers through articles that explain and humanize complex issues. I hope to continue developing as a public speaker while honing my writing and editing skills.

HISTORY

Senior Editor, Hornet Stories

Los Angeles, California, 2014 – 2018

- Redesigned and relaunched a LGBTQ news and pop-culture site, expanding its social media platforms from three to five and its content from U.S. 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) — using BuzzSumo, Google Alerts and HootSuite to track breaking news, and integrating best SEO and social media practices to disseminate published work.
- 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 eight web properties promoting 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

- Eight time press-accredited attendee of SXSW since 2009.
- Founder of QueerBomb Dallas, a non-corporate community Pride rally, march and celebration.
- Founder of CinéWilde, Dallas' monthly LGBT film series.
- Previous contributor to Towelroad.com and host of YouTube.com/JoystickLGBT.
- Wrote for the Dallas Voice and Metro Weekly's Poliglot blog.
- A speaker at Creating Change, Netroots Nation, the National Association of LGBTQ Journalists Conference (NLGJA), GaymerX and SXSW 2019.
- Second place recipient of the 2016 National Association of LGBTQ Journalists Award for Excellence in HIV/AIDS Coverage.