



DANIEL GRAYLING

Thoughtful, Effective Marketing Leadership

Contractor

Bentonville, AR

Marketing Specialist

- Self-managed all aspects of contracted projects; from sales, client communication, to the delivery of marketing initiatives
- Explored innovative solutions to marketing challenges, included the proposal of an AI-oriented SEO strategy
- Worked directly with small business owners; collaborated across agency teams

June 2024 · Present

Rock City Digital

Little Rock, AR

Senior Web Designer

- Turned a small team of marketers into an award-winning department
- Provided training, mentorship, and creative direction to junior designers
- Contributed to high performing projects, such as +286% change in traffic

Jan 2020 · June 2024

Digital Marketing Geek

- Met with clients 1:1 to discover marketing objectives and brand specifications
- Created custom, high-converting websites built on WordPress
- Contributed cross teams, providing copywriting and social media management

March 2017 · Jan 2020

Eleison Group

Washington DC

Digital Design Specialist

- Designed marketing materials (banner ads, digital billboards, and print)
- Collaborated on projects for high-profile national non-profit organizations
- Met rigorous quality standards while hitting very tight deadlines

Aug 2016 · Oct 2017

SUMMARY

Proven marketing expert with over 8 years industry experience. I always bring a creative perspective to every situation. People on my team know that I genuinely care about their work, their wellbeing, and our clients. I've done almost every job there is in digital marketing, so I deeply understand the processes that create client success. I'm an attentive communicator who can speak the language of developers, designers, managers, and clients — and translate the needs of one to the others.

SKILLS

Communication

Strategic Thinking

Creative Direction

Project Management

Coaching/Training

Marketing Research

Information Architecture

Web Design

Copywriting

IT Troubleshooting

EDUCATION

BBA (Emphasis in Marketing)

University of Central Arkansas

Aug 2012 · May 2016

INTERNSHIPS

State Farm

Marketing Intern

Blue Sail Coffee

Social Media Intern