

# Andrew Neal Danes

Content & Communications Strategist

[andrewnealdanes@gmail.com](mailto:andrewnealdanes@gmail.com) | 248-842-1828 | Monroe, MI | [linkedin.com/in/Andrew-Neal](https://www.linkedin.com/in/Andrew-Neal) | [andrewnealdanes.com](http://andrewnealdanes.com)

## SUMMARY

---

Content and communications strategist with over a decade of experience building editorial engines that generate results. As a former Editor-in-Chief turned digital strategist, I bring a journalist's curiosity and a marketer's discipline to every project. I specialize in technical storytelling, executive thought leadership, and content strategy built for B2B SaaS, tech startups, and institutions where trust is the most important product.

**12+** years in content & communications | **1,450+** original pieces published | **175+** earned media placements  
**20+** media appearances (ABC, NBC, NPR, Crain's, WDET)

## EXPERIENCE

---

### Ancera

Jan 2024 – Feb 2026

Director of Content & Communications · Branford, CT · Remote

- Developed a multi-channel content strategy supporting brand positioning, new product launches, and executive communications. Owned editorial standards across blogs, webinars, podcasts, video, and long-form reports.
- Produced a 10-episode podcast handling scripting, guest recruitment, production, and distribution. Generated 4,100+ combined plays and views across 6 platforms within the first 6 months of launch.
- Built a content waterfall for the podcast series, generating 12+ derivative assets per episode (articles, social posts, emails, video clips) to maximize reach and ROI from each production cycle.
- Secured executive thought leadership placements in regional media, national outlets, and top trade publications, positioning the brand as the authority in biotech food safety for enterprise decision-makers.

### Salucro

June 2022 – Jan 2024

Content Marketing Manager · Phoenix, AZ · Remote

- Produced 6 survey reports end-to-end, from contracting the survey firm to developing the research framework, writing the report, managing legal and executive approval, and building the full distribution campaign.
- Launched a new annual report which earned 312 qualified gated downloads in the first 90 days, a 37% increase in downloads compared to average reports, and named #1 most-engaged asset on the website.
- Produced white papers, webinars, sponsored articles, social content, and event collateral for an audience of CFOs, revenue cycle managers, and healthcare administrators in a highly regulated, compliance-driven market.
- Defined and owned long-term content marketing strategy and quarterly calendar. Managed SEO architecture, keyword targeting, and messaging to drive qualified organic traffic.

### ArcSite

June 2021 – June 2022

Content & Communications Manager · Grand Rapids, MI · Remote

- Owned editorial voice and production standards across blogs, webinars, video content, and landing pages.
- Led a fencing vertical market entry campaign that generated over \$300,000 in new ARR and 2,000+ qualified industry leads in 12 months, achieving a CPL of \$5 vs. the industry average \$150.
- Anchored the campaign with a new survey report and executed a full content waterfall: webinars, sales videos, blog articles, case studies, press releases, and a lead-nurture email sequence, all derivative of the pillar asset.

### Gazette Media Group

Jan 2016 – June 2021

Editor in Chief · Troy, MI

- Directed editorial strategy and production for 3 weekly newspapers, overseeing end-to-end publishing operations, team management, and editorial quality for a combined readership of 150,000.

- Launched and hosted a podcast featuring public officials and community leaders, expanding digital engagement and establishing a new owned-media channel for the organization.
- Earned 20+ citations, source quotes, and appearances across media outlets including ABC, NBC, NPR, Crain's Detroit Business, and WDET as a recognized local authority and trusted source.
- Built and managed a newsroom team, published on-deadline, and maintained consistent editorial standards.

## Internet Brands

Aug 2013 – Nov 2015

Content & Communications Manager · Auburn Hills, MI

- Managed a team of copywriters developing content for websites, social channels, and print publications.
- Edited and approved all external content to ensure brand voice, campaign alignment, and business objectives.
- Monitored and optimized digital campaign performance metrics to inform content strategy and improve engagement.

## EDUCATION

---

Central Michigan University · Mt. Pleasant, MI · May 2012

Bachelor of Science — English: Creative Writing

## CERTIFICATIONS

---

- HubSpot Marketing Suite: Inbound Marketing, SEO, Email Marketing, CMS, Marketing Automation, Content Marketing
- AMA Digital Marketing, Google Analytics IQ (GA4)

## CORE COMPETENCIES

---

Content Strategy · B2B Content Marketing · Editorial Leadership · Executive Thought Leadership · SEO & Audience Growth · Original Research & Data Journalism · Podcast Production · Video Scripting & Direction · PR & Media Relations · Email Marketing & Lead Nurture · Campaign Strategy · Technical Storytelling · Narrative Development

## TOOLS & SOFTWARE

---

**Marketing & Analytics:** HubSpot · Salesforce · Google Analytics (GA4) · SEMrush · Ahrefs · Hotjar

**Content & Design:** Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro) · Figma · Canva · Webflow · WordPress · Notion · Framer

**Audio & Video:** Audition · Final Cut Pro · Logic Pro · DaVinci Resolve · Riverside.fm · Buzzsprout · YouTube Studio

**AI & Collaboration:** Claude · Asana · Miro · GitHub · Google Workspace · Microsoft Office

PORTFOLIO: [ANDREWNEALDANES.COM](https://andrewnealdanes.com)