

**Daniel McColly**

**[DanMcColly@GMail.com](mailto:DanMcColly@GMail.com)**

**208.859.4763**



## Skills

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- **Google-certified – Digital marketing, e-commerce, social**
- Content Development/Creation
- Copywriting – storytelling
- Video/Audio Production
- Voice Acting, Audio Talent
- Radio Programming/Consulting

## Links

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**[www.REVENUEproduce.com](http://www.REVENUEproduce.com)**

**[www.DanMcColly.com](http://www.DanMcColly.com)**

## Work Experience

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### **Freelance creative consultant/producer**

Sparknet - Nashville, TN August  
2022 to present

Creative strategist/consultant and producer for Sparknet, the firm who holds the US rights to JACK FM. Includes strategy/tactical development, copy writing (video and audio) and audio/video production to finished product. Recurring projects.

**Freelance writer/producer** 2000 to  
present

In addition to work already described, I've narrated/produced more than 40 audiobooks, provided creative for combined traditional media and digital campaigns, audio for corporate clients (Albertsons, Syngenta, Trus-Joist, Micron Technology, etc.)

### **Director of Creative Services/Brand**

**Manager** Lotus Communications -  
Boise, ID April 2017 to February 2023

Develop creative content for four FM radio stations; consult on programming challenges, direct community outreach. Advise other Lotus markets (western US) as it

relates to public-facing content, on-air ad digital advertising copy, and revenue development ideas.

**Director of Creative Services/Brand Manager/Digital Sales Trainer**

The E. W. Scripps Company - Boise, ID

January 2008 to April 2017

Lead for all creative services functions, including through FOX affiliation launch in an ABC/FOX duopoly. Provide copy and creative direction for commercial clients in most retail categories, for sweeps and news promotion, community-tied initiatives, sales promotion/development and web content/digital sales training.

**Director of Creative Services/Operations Manager**

JOURNAL BROADCAST GROUP - Boise, ID

January 1998 to January 2008

Directed creative services for Radio/TV duopoly. Develop cross-platform audience promotion and promotionally-driven revenue initiatives. Manage and advise on radio format development, and television sweeps marketing/promotion. Includes development of online products, engagement databases, and use of social media as these products came online.