



# DANIEL ROSEHILL

BCL, MA

EXPERIENCED MARKETING COMMUNICATIONS STRATEGIST,  
THINKER, AND LEADER. DEEP TECHNOLOGY FOCUS.

Resume for: **remote\***, **contract-based**, and **full time opportunities**

Changelog: V1.7

**Remote:** Ex. Israel (GMT+2)

**PUBLICLY ACCESSIBLE VERSION**

## CONTACT

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## EDUCATION

### • MA, Political Journalism

*City University London (UK)*

Master's degree in journalism from a UK center of excellence in the field. Hands-on training in both news reporting and audio and video multimedia production.

### • BCL, Law

*University College Cork (Ireland)*

Undergraduate degree in law. Modules in international law and contract law.

## SKILLS

- Marketing communications (MarCom)
- Marketing strategy
- Public relations
- Writing and editing
- Marketing technology
- Linux, AWS (basic)
- Video and photo editing (basic)
- Ubuntu, Linux

## HONORS

- 50 Best B2B SaaS Freelance Writers (inclusion, Software World Research)
- 10 Cybersecurity Ghostwriters (inclusion, Cybercrime Magazine)

## BYELINES

Marketing Profs, Entrepreneur, Linux Magazine, others.

## TAX, ADMIN

**Residence:** Israel

**Citizenships:** Ireland, Israel

## PROFESSIONAL EXPERIENCE

Versatile and experienced marketing communications (MarCom) professional. Deeply passionate about technology. Experience working across both the communications and editorial functions both in-house and on a contractual basis. Marketing interests: thought leadership and PR.. Technology interests: cloud, backup, networking, cybersecurity.

### Rosehill Marcom (also dBa DSR Ghostwriting) / Founder

2016-PRESENT

- Marketing communications agency specializing in providing thought leadership planning and execution to technology clients.
- Clients have included international marketing agencies, companies, individuals.

### Ayyeka / Marketing Communications (MarCom) Manager

2017-2018 (JERUSALEM)

- Managed all internal and external communications on behalf of an Industrial Internet of Things (IIoT) company with two international subsidiaries.
- Ghostwriting on and PR activities on behalf of company leadership to communicate complicated B2B smart city tech to industry partners.

### Finn Partners / Assistant Account Executive

2015-2016 (JERUSALEM)

- Member of high tech accounts team.
- Duties included pitching media and analysts; writing projects; media monitoring.
- Accounts worked on included CRM and medical devices company.

### Ecanvasser / Marketing Communications (MarCom) Manager

2013-2014 (CORK)

- Initiated, managed, and developed full-stack marketing and communications for Irish political technology startup.
- Devised strategy to support entry to US market.
- Public relations; event management; community engagement; collateral.
- Subsequently also engaged with Ecanvasser as a client of Rosehill Marcom.

### IrishCentral / Freelance Contributor

2010-2012 (NYC, CORK)

- 3 month internship writing articles for website and newspaper followed by 2 year freelance engagement.
- Wrote popular blog for website and published in *The Irish Voice* newspaper.

### Cork Student News / Founder, Editor

2010-2012 (CORK)

- Founded, edited, and operated university news website.
- Re-branded and expanded nationally before its sale. B
- Became the second most visited college news website in Ireland. Shortlisted for a national design award.
- Awarded place in inaugural intake of university's graduate business acceleration program, IGNITE.



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Interested in exploring: full time, **remote** and **consulting** opportunities (ex Israel, GMT +2)

PUBLICLY ACCESSIBLE VERSION

## Tools I've Frequently Worked With

## Core Skillsets

### Content marketing

Wordpress

Workspace and tools

### Measurement

Analytics

Google Tag Manager

### Marketing

Hubspot

Mailchimp

### Zapier

### PM

Jira

### Tangential knowledge

Ubuntu Linux

cPanel

- Marketing communications
- Public relations
- Content marketing
- Marketing strategy

### **Basics:**

- Audio and podcast production
- Video production
- Collateral design

## Writing Bylined (Non-Client)



## Common Interview Pre-Questions

### **What kind of position(s) are you interested in exploring?**

I'm currently interesting in exploring both full-time (salaried) remote opportunities as well as consulting opportunities with new clients.

### **Why have you expressed interest in this position?**

Something about your company and the role you're recruiting for interested me!

### **What value can you deliver to our team?**

Having both led marketing communications in-house and helped a variety of clients achieve their marketing goals, I've developed a broad skillset in marketing communications and good insights into what works for creating sustainable inbound-led growth strategies founded up quality content marketing and thought leadership.

### **Do you see yourself more as a 'doer' or a 'thinker'?**

I'm looking for a role that offers opportunity to get involved in both the strategy and execution aspects of a company's marketing team.

## I Also Sometimes Get Asked

### **Are you a "native English speaker"?**

Yes.

### **What are your salary expectations?**

I'd be happy to share those directly.

## I'm Also Here

