

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

 rosehillmarcom.com
 daniel@rosehillmarcom.com
 dsrghostwriting.com/zoom
 [/danielrosehill](https://www.linkedin.com/in/danielrosehill)

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)

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Tools I've Frequently Worked With

Core Skillsets

Content marketing	Marketing	Tangential knowledge
 Wordpress	 Hubspot	 Ubuntu Linux
 Workspace and tools	 Mailchimp	 cPanel
Measurement	 Zapier	
 Analytics	PM	
 Google Tag Manager	 Jira	

- 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

