





# Daedalus Howell

CREATIVE // CONTENT

## CONTACT

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## SUMMARY

I provide organizations creative direction at the intersection of art, entertainment, media, and marketing. I'm versed in a variety of media and deliver a practiced and proven narrative sensibility to ventures that value the potency of stories. From copywriting to screenwriting with hundreds of published bylines in between, I produce original content that engages and motivates.

**Portfolio at [DaedalusHowell.com](http://DaedalusHowell.com).**

## SKILLS

Adobe Creative Cloud, Audacity, Buffer, Cision, G Suite, Hindenburg, Hubspot, MailChimp, Wordpress, Yoast SEO.

## EDUCATION

### CREATIVE WRITING

San Francisco State University  
1994–1997

## PUBLICATIONS

### QUANTUM DEADLINE

"...A noirish, sci-fi-lite detective story with a heap of self-parody that's by turns poignant, witty and comic..." — *North Bay Bohemian*

### I HEART SONOMA

"...Pokes fun at just about every aspect of wine country life."  
— *Press Democrat*

## FREELANCE

### WRITING

#### 2000-Present

*Men's Health, Medium, North Bay Bohemian, Made Local, Sonoma Magazine, Rivertown Report, San Francisco Chronicle, Wave Magazine, LA Downtown News, Tasting Panel Magazine, Petaluma Argus-Courier, Vineyard & Winery Management, Common Ground, Gayot, Fandom, Bigger Law Firm*

## EXPERIENCE

### CREATIVE DIRECTOR

CULTURE DEPT. // PETALUMA CA // 2016 – Present

Creating immersive narrative experiences including conceptualizing, design, execution, installation, and sponsor and media management.

- Writer-director of *Pill Head*, feature film, on Amazon Prime Video.
- *Airport Bar*, arts and activism experience and food drive.
- *Stairwell Video*, an experiential recreation of VHS video store.
- *Le Drama Club* — fictional narrative experience with original music.
- *The Petaluma Postcard Project*, a mixed-media art exhibit.
- Created online properties *WineJouno.com* and *IcarianTimes.com*.
- Manages publishing imprint FMRL and distribution via Ingram.

### SENIOR BRAND EDITOR

Group Delphi // ALAMEDA CA // 2018 – 2019

Cultivating thought leadership and implementing a content marketing strategy for an award-winning experiential marketing company.

- Refreshed brand voice and created brand guidelines.
- Created mission statement and complete web-copy.
- Shaped and launched an editorial content program.
- Generated and managed marketing campaign assets via Hubspot.
- Wrote *The Marketer's Guide to Joy* whitepaper.

### ASSOCIATE EDITOR

EMLN MEDIA // SAN RAFAEL CA // 2017 – 2018

Wrote, edited and designed content for *School Construction News, Correctional News, Green Building News, and Health Care Construction* magazines.

Managed social media and used extensive Wordpress experience.

- Implemented Google and Apple News initiatives.
- Increased SEO efficacy.
- Gained 9,000+ Twitter followers in six months.
- Generated regular newsletters.
- Created and edited company podcasts.

## FREELANCE

### VIDEO PRODUCTION

2000-Present

Original short-form video content, including music videos, comedies, and documentaries, distributed via MTV2, MTV Italia, IFC, HBO Cesk Republika, BiteTV, IFC and Showtime. Branded content produced Mondavi, Morton's, Annie's, Inc., True Italia, Wikia, Sonoma County Tourism, WineTV, and RCA.

## AWARDS

BEST LOCAL RADIO SHOW  
Sonoma Sun Readers Poll  
2017

GOLD ADRIAN AWARD  
Hospitality Sales & Marketing  
Assoc. International  
2012

BEST HUMOR COLUMN  
National Newspaper Assoc.  
Better Newspaper Contest  
2011

FIRST PLACE VIDEO  
Colby Awards  
Coldwell Banker  
2008

FIRST PLACE  
Altweekly Awards  
Food Writing/Criticism  
2007

## VOLUNTEER

### RIVERTOWN REVIVAL

Acting justice of the peace at the arts annual festival, 2018-present.

## EXPERIENCE (Continued)

### EXECUTIVE DIRECTOR

CMEDIA LABS // SANTA ROSA CA // 2013 – 2016

Rebranded, restructured and relaunched community-driven nonprofit dedicated to providing the technology and training that helps citizens tell their stories, share their knowledge and cultivate a community for their work while working for their community in the online, broadcast, and social space.

- Secured city funding and contract extensions.
- Hosted *707*, a cable television talk show.
- Integrated Google for Nonprofits app suite.
- Implemented cloud-based membership management.
- Redesigned responsive web presence.
- Created marketing and PR plans and worked with media.

### MARKETING DIRECTOR

SNIBBE INTERACTIVE // SAN FRANCISCO CA // 2010 – 2012

Created content marketing strategy implemented through blogs, videos, landing pages, newsletters and social media for an interactive design company. Worked with the creative director to hone user-interface, house-voice, and content-related experiences. Worked with clients and devised marketing initiatives in digital space. Extensive copywriting.

- Launched *Avatar: The Exhibition* at Seattle's EMP Museum.
- Coordinated PR efforts for Bjork's *Biophilia* release.
- Developed *Brio* exhibit concept for Seattle Symphony Orchestra.

### CREATIVE PRODUCER

THREE HOUSE MULTIMEDIA // SONOMA CA // 2006 – 2009

Developed and executed creative content initiatives across an array of media properties (print, television, radio, and web) to meet revenue, profitability and budget targets. Managed the product development and launch process for new and refreshed content products and developed a marketing plan to meet annual growth targets.

- Launched and led FilmArt3, an in-house video production arm.
- Founding editor of FineLife Sonoma Magazine
- Hosted Mornings in Sonoma radio show.
- Emceed Sunny's Award Ceremonies.
- Lifestyle Editor Sonoma Valley News.
- Weekly columnist, Sonoma Valley Sun.

## PUBLIC SPEAKING

Hosted *The Morning Show*, (KSVY), co-hosted *ArtsID* (KRCB), and guest-hosted *The Drive* (KSRO). Keynotes include Civics Camp 2016 for Assemb. Marc Levine; classes taught at WORK Petaluma, guest lecturing at California College of the Arts, and sundry events including Sonoma Writers at BUMP Cellars, 2013-present.