

Whitney McDaniel

Brand & Communications Manager | Wichita, KS | whitney.mcdaniel24@outlook.com | (620) 440-1393

Professional Summary

Strategic marketing and communications professional with 8+ years of experience developing integrated brand strategies that engage audiences, strengthen brand identity, and drive measurable business growth. Proven success leading multichannel campaigns, managing internal and external communications, and aligning creative storytelling with organizational objectives. Collaborative leader skilled in message development, digital strategy, and content creation across web, social media, and print platforms.

Experience

Koch Agronomic Services

Brand & Communications Manager | Feb. 2024 - Present | Wichita, Kansas

- Develop and launch the internal communications strategy from the ground up to foster transparency, connection, and education, achieving a 16% increase in employee connection and a 12% increase in confidence in finding resources compared to baseline.
- Manage integrated marketing campaign for a foliar micronutrient product aligning with corporate growth goals, leveraging digital, print and social media to strengthen brand visibility and recognition, including a U.S. launch in August 2025.
- Direct and manage the social media strategy for Facebook and LinkedIn with a year-to-date follower increase of 27% on LinkedIn and 4% on Facebook while achieving 14-17% average engagement on LinkedIn and 7.3% on Facebook.
- Provide creative support to sales team members including design, photography, video editing and presentation support with proven success in ghost-written social media posts leading to a sale of 5,000 gallon sale of a new product.

Brand & Communications Specialist | Nov. 2021 - Feb. 2024

- Developed monthly content and integrate it across various channels such as email, web and social media.
- Strategized, developed, executed and analyzed multi-channel marketing strategies to support the micronutrient portfolio.
- Developed social media strategies for KAS platforms, increasing overall social media engagement by 28% YOY in 2023.

Barks & Brews Dog Bar

Social Media Specialist | Aug. 2024 - Present | Wichita, Kansas

- Manage social media strategy for Facebook averaging over 43,000 monthly views year-to-date and maintaining an engagement rate of 2.2%, outperforming the Facebook average benchmark of 0.15%.
- Create content for Facebook and Instagram channels including event promotions, Reels, and photos of members and events.
- Strengthen brand loyalty by driving community participation and visibility with 1,000-1,200 monthly interactions.

Kansas Fiber Network

Marketing and Sales Specialist | March 2019 - Nov. 2021 | Wichita, Kansas

- Planned, executed and optimized digital marketing campaigns across the web, email and social media.
- Coordinated internal and external events by identifying, assembling and coordinating requirements and set-up details.
- Maintained Salesforce database including data integrity of opportunities, contacts, marketing and events.
- Assist in the development of promotional concepts that increase sales, digital traffic and customer engagement.

Polio Survivors Ireland

Communications Intern | Sept. 2018 - Nov. 2018 | Dublin, Ireland

- Created marketing materials for distribution to medical professionals and members.
- Campaigned for the national Polio register to reach an estimated 7,000 polio survivors in Ireland.
- Aided in planning fundraising events, such as World Polio Day and Justice For Polio Survivors.

FreeState Electric Cooperative

Communications Specialist | May 2017 - Aug. 2018 | Topeka, Kansas

- Organized and implemented a Co-op Connections campaign to benefit 14,000 members and community businesses.
- Scheduled social media posts through Hootsuite and assisted in increasing member engagement.
- Conducted interviews and wrote monthly articles for the company's magazine centerspread and website.

Education: Oklahoma State University, Stillwater, Oklahoma | May 2017

Bachelor of Science in Agricultural Sciences and Natural Resources | Agricultural Communications

Skills: Adobe Creative Cloud | Brand Strategy | Integrated Marketing Campaigns | Internal Communications | Corporate Storytelling | Social Media Strategy | Project Management | Cross-functional Collaboration | Canva