

Contact

www.linkedin.com/in/danika-laine-66709a2b (LinkedIn)
www.wisconsinrivers.org
(Company)

Top Skills

Publishing
Social Media
Books

Languages

Spanish

Honors-Awards

The Awesome Foundation Grant
Award Recipient

Danika Laine

Marketing Professional | Creative Placemaker | Cheese Taste Tester
Greater Madison Area

Summary

Experienced communications professional. Creative storytelling is my passion. Areas of expertise include content creation/management, social media, and brand strategy.

Experience

Seven Acre Dairy Company

Experience Innovator

June 2021 - Present (1 year 2 months)

Paoli, Wisconsin

Seven Acre Dairy Company is an old cheese factory we're transforming into your new favorite Wisconsin destination. Dining, working micro-dairy, boutique hotel, walking trails and more. Located on the banks of the Sugar River in Paoli, Wisconsin. Coming Fall 2022.

Freelance

Marketing Communication Consultant

April 2021 - Present (1 year 4 months)

10+ Years of marketing & communications expertise, with a focus on creative storytelling, advocacy, and policy change.

River Alliance of Wisconsin

Communications Director

November 2016 - April 2021 (4 years 6 months)

Madison, Wisconsin Area

Content strategy, creation and management, website re-design projects, social media marketing, all print and digital campaigns, and graphic/web design.

Cool Choices

Content Marketing Manager

March 2015 - November 2016 (1 year 9 months)

Madison, Wisconsin Area

Digital marketing, content management, social media marketing, general communications, and the marketing / social features of the Cool Choices game software.

Wisconsin Historical Society

Web Content Manager

July 2013 - February 2015 (1 year 8 months)

Madison, Wisconsin

Provided strategic guidance for using site content to achieve business goals of growing traffic, improving discoverability, and increasing sales.

TeachingBooks.net

Author & Publisher Liaison Librarian

June 2008 - July 2013 (5 years 2 months)

Collaborated and maintained relationships with US and Canadian publishers, publicists, authors, and illustrators. Cross-promoted their resources/titles/authors via TeachingBooks.net (27,000 schools). Created audio with children's and YA authors and illustrators. Promoted and shared these resources online for teachers and students to use to enliven books and reading. Content management and content strategy. Writing/editing for web and print.

Wisconsin Historical Society

Digital Audio Project Lead

May 2007 - May 2008 (1 year 1 month)

Collaborated as project liaison between Sound Lab, Digital Lab, and Archives staff to complete flagship audio digitization project.

UW-Madison

Teaching Assistant

August 2007 - December 2007 (5 months)

- Created online training videos.
- Monitored and graded online discussion forum and online chats
- Co-taught classroom bibliographic instruction sessions

Education

University of Wisconsin-Madison

MLS, Information Architecture, Social Media & Networking,
Instruction · (2006 - 2008)

University of Wisconsin-Madison
BA, Cultural Anthropology · (1999 - 2002)