

Daniel J. Iverson

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I am a senior content strategist and developer with 15 years of professional experience and a bachelor's degree in communication.

EXPERIENCE

Content Manager

Jan 2022 - Present

Montana Lottery, Helena, MT

- Contributed to 27% sales growth in fiscal year 2023
- Managed content for owned media channels, including:
 - website with 1.9 million+ unique pageviews
 - email distribution list with 162,000+ subscribers
 - point-of-sale digital displays for 1,200+ lottery retailers
- Developed internal processes and custom tools to maximize content strategy
- Reviewed agency of record campaign strategies and creative assets

Tribal Tourism Officer

Jun 2019 - Jan 2022

Montana Department of Commerce, Helena, MT

- Managed multimedia content projects with Smithsonian Magazine, Montana State Parks, Lonely Planet, Brand USA, and more
- Designed grant program to assist Native-owned businesses with digital marketing
- Developed statewide tribal tourism strategic plan

Communications Manager

Sep 2015 - Jun 2019

Public Information Officer

Jan 2014 - Sep 2015

Montana Department of Commerce, Helena, MT

- Managed communications for state tourism and business development programs
- Communicated complex government information to diverse audiences, including businesses, nonprofit organizations, media, and the public
- Converted websites to new content management system

Communications Manager

Feb 2012 - Jan 2014

Communications Specialist

Jan 2010 - Feb 2012

Montana Lottery, Helena, MT

- Drove Facebook audience to one of the largest per capita of any state lottery
- Wrote proposal and specification for Montana Lottery's first mobile-optimized website
- Championed digital distribution of historically printed information

Reporter

Aug 2008 - Oct 2009

The Morning News, Blackfoot, ID

- Wrote news articles for small daily newspaper covering Bingham County—several of which the Associated Press syndicated in Idaho
- Assisted with photography, pagination, and updating the website

VOLUNTEER

Lewis & Clark Humane Society, Helena, MT

- Recommended public relations goals and strategy to board and staff
- Wrote letters, op-eds, press releases, talking points, and other content

EDUCATION

Bachelor of Arts - Communication

Westminster University, Salt Lake City, UT
(Previously known as Westminster College)
Minor: Anthropology

CERTIFICATIONS

Professional Certificate in Cultural Heritage Tourism

The George Washington University, Washington, DC

SKILLS

Advanced: content marketing, editing, email marketing, internal communications, social media, website management, writing

Intermediate: graphic design, video editing

AWARDS

Governor's Award for Excellence in Performance

2023

Montana Governor's Office

Ott Brown Scholarship

2013

North American Association of State & Provincial Lotteries