

# Daniel Krueger

1510 Aspen Drive - Pottstown, PA 19464 - 215-962-4035 - [dan@krueger.com](mailto:dan@krueger.com) - [linkedin.com/in/dankrueger](https://www.linkedin.com/in/dankrueger)

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## TV Producer - Social Media Expert - PR/New Media Consultant - Project Manager - Director of Client Services

- Respected Nationally Syndicated Television Field and Post Producer with 16 years' experience.
  - Social media consultant/Blogger outreach expert with over 10 years' experience managing multi-million dollar clients and campaigns.
  - Project Manager of Emmy Award winning Virtual Worlds campaign.
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### Skills

- Television Production
  - Field and Post Production
  - Story Production
  - Videographer
  - Photographer
  - Social Media Strategist
  - Client Services Professional
  - Project Management
  - Blogger Outreach Expert
  - Early Adopter of New Technology
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### Professional Experience

STEVE ROTFELD PRODUCTIONS – Bryn Mawr, PA

Television production and broadcast syndication company

**Field Producer "Xploration Outer Space" (FOX)** 1/2015 to 11/2015

SPARTAN RACE, INC. – Boston, MA

Obstacle Racing Organization

**Marketing/Media Consultant** "Blogger Outreach Specialist" 4/2013 to present

Developed and launched targeted blogger outreach campaigns from conception to completion to help promote Spartan Race in specific markets and demographics both domestically & internationally.

ENDORPHIN ENTERTAINMENT, INC. – Pittsfield, VT

**Field Producer/Camera Operator "The Death Race" (doc)** 7/2014

USGA, UNITED STATES GOLF ASSOCIATION - U.S. OPEN – Merion, PA

**Producer, "U.S. Open"** 6/2013

FUEGO Y AGUA – Ometepe, Nicaragua

**Producer, Videographer** "Survival Run" (Pilot) 2/2013

Planned, implemented and field produced a sizzle reel/pilot surrounding this first of its kind 75k obstacle adventure race through Nicaraguan volcanoes and jungles.

THE WORKSHOP – Bryn Mawr, PA

Multimedia Production Company

**Producer, Writer, Videographer** "Animal Science" (Syndicated) 6/2012 to 1/2013

SHED MEDIA US INC. – New York, NY

Television Production Company

**Field Producer/Videographer**, "Dogs in the City" (CBS) 4/2012 to 5/2012

Produced, conducted interviews and shot casting/field segments for this six episode primetime CBS docu/reality series.

AMEE UK LTD. – London, UK

*Environmental Intelligence*

**Producer/Video Production, 5/2012**

Wrote and produced a series of ten corporate videos for the company's website and sales team.

ABRAHAM HARRISON, LLC – Washington DC

*Global comprehensive digital marketing firm*

**Social Media & PR Consultant / Director of Client Services, 3/2008 to 5/2012**

Managed all aspects of social media, PR, & blogger outreach campaigns from conception to completion. Delegated and managed tasks to an international staff of over 30 employees. Developed and launched multi-year social media and blogger outreach campaigns for clients including: Alzheimer's Association, Habitat for Humanity, Home Shopping Network, Kimberly-Clark, Sharp Electronics, The Daily, The Fresh Air Fund, US Olympic Committee & others.

THE ELECTRIC SHEEP COMPANY – New York, NY

**Executive Producer / Project Manager of Virtual Worlds Projects, 1/2007 to 3/2008**

Project Manager of Showtime's Emmy Award-winning "The L Word" in Second Life. Executive Producer of CBS's CSI:NY virtual worlds/television mashup project using Machinima. Successfully managed multiple Virtual Worlds projects for clients including: Altoids, Bantam Dell, Ben & Jerry's, CBS, Cinemax, HBO, Pontiac, Showtime, Sony/BMG.

STEVE ROTFELD PRODUCTIONS – Bryn Mawr, PA

*Television production and broadcast syndication company*

**Supervising Producer, Writer, Director "Whaddyado" (Viacom) 5/2005 to 12/2006**

**Field Producer, Footage Acquisition "Wild Weddings" (TLC)**

NANCY GLASS PRODUCTIONS – Bala Cynwyd, PA

*Emmy Award Winning Television Production Company*

**Producer, "Mission Organization" (HGTV) 3/2004 to 3/2005**

NAHB PRODUCTION GROUP – Washington DC

*Television Production Company*

**Producer/Writer, "I Want That" (HGTV) 12/2005 to 1/2006**

MEDSTAR TELEVISION INC. – Allentown, PA

*Television Production Company*

**Assistant Director of Reenactment, "Forensic Files" (Court TV) 5/2005**

Field directed reenactments for Forensic television program.

ENDEMOL USA/LOCK & KEY PRODUCTIONS – Los Angeles, CA

*Television Production Company*

**Producer, "Back on Campus" (ABC Family) 3/2005 to 5/2005**

Field produced this eight episode documentary series that followed four parents going to college for the first time with their children.

BANYAN PRODUCTIONS – Philadelphia, PA

*Emmy Award Winning Television Production Company*

**Producer, "A Baby Story" (TLC) 2/2000 to 12/2000**

**Producer, "A Dating Story" (TLC) 1/2001 to 1/2004**

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## Education

EAST STROUDSBURG UNIVERSITY – East Stroudsburg, PA

**Bachelor of Science** - Media, Communications and Technology - 5/1997