

## **Daniel X. O'Neil**

Chicago, IL, 773-960-6045, danielx@gmail.com

**Objective: Strategist and project director for a large enterprise.**

### **Experience**

Bullet Group, **Internet Consultant**, March 2007 – present

- I lead the Web 2.0 practice of this small IT consulting firm. We use emerging web-based tools such as weblogs, news feeds, and social networks to help companies achieve big things with lightweight tools. I keep clients happy, develop new ways to serve them, and lead the way on sales

Streams Online Media/ Dunn Solutions Group, **Consulting Manager**, June 1998 – present

- Manage teams of 5-20 people over the course of dozens of projects over the last eight years. Web designers, branding experts, Microsoft certified programmers, Java developers, information architects, copywriters, illustrators, Flash developers, game developers, and subject matter experts of all kinds
- Develop training materials for requirements management disciplines and also conduct stand-up training to technical developers
- Increased sales to existing customers by an average of 25% over the last year. Obtained 100% customer satisfaction from clients over the last two years and completed 90% of projects on time and on budget over the last two years

**Freelance Writer**, 1992 – present

- Create strategies and text for marketing communications: brochures, Web sites, direct mail, company manuals, and so on
- Worked for clients including Motorola, World Book Encyclopedia, DCG Chicago, and a host of design firms
- Composed company names, taglines, and branding platforms
- Specialize in design criticism (especially typography) for magazines such as *Émigré*, *HOW*, AIGA Chicago's *Inform Journal* and font catalogs for T-26 Type Foundry

Rudnick & Wolfe Law Firm, **Litigation Paralegal**, June 1991 – 1998

- Learned how businesses and industries work from the point of view of when things go wrong
- Read, digested, and summarized hundreds of depositions, original corporate communications, general ledgers, annual reports, and contracts for lawyers working on complex multi-million dollar litigation cases
- Specialized in labor, environmental, and contract law in the health care, real estate, financial, retail, and packaged goods industries

### **Education**

- Bachelor of Arts in English and Anthropology, University of Illinois at Chicago

### **Skills**

- Expert in TypePad, Movable Type, and WordPress weblog content management systems
- Advanced administrator of Moodle open-source learning management system, Mediawiki wiki package, Google Maps API, Constant Contact email marketing tool
- Proficient in DreamWeaver, Text Wrangler, Quark Xpress, and Photoshop HTML authoring/ creation tools
- Certified in Requirements Management/ Rational Unified Process (RUP)
- Advanced Microsoft Word, Excel, Project, and PowerPoint user
- Created and delivered dozens of hours of classroom training
- Excellent technical writer

### **Other Items of Note**

- Owner and operator of Juggernaut Co., the innovator publisher of books and literary accessories of American Performance Poetry. Author of three books of poetry & essays
- Communications Director at Queen of Angels Catholic Parish, former Chair of School Board
- Frequent classroom presenter on topics of poetry, technology, and school-to-work issues