

DARIN SLYMAN

4448 Olive Street #102 • St. Louis, Missouri 63208 • 314-304-3786 • dslvstyle@gmail.com
www.DarinSlyman.com

ACCOMPLISHED CREATIVE MEDIA AND MARKETING EXECUTIVE

I have a record of success in entrepreneurial and freelance roles as a recognized media and marketing professional who excels in creative strategy & execution, business development, publishing, print, digital & social media content creation and experiential marketing leadership.

AREAS OF EXPERTISE

Media Creation • Marketing Development & Execution • Business Development & Operations
Print, Digital & Video Content Development • Publishing • Advertising • Media Relations
Public Relations • Production & Project Management • Event Production • Team Leadership
Community Engagement • On-Air Talent (TV & Radio) • Public Speaking & Live Hosting
Social Media Management • Journalism • Photography & Video

PROFESSIONAL EXPERIENCE

Freelance Marketing Director 2020-Present

Currently serve as a freelance Marketing Director for a variety of clients on varying projects to provide creative content, direction, social media management and community engagement.

- **Freddie's BBQ and Steak House**, Sapulpa Ok – Built and launched new restaurant website, restructured social media platforms and launched an e-commerce retail product line of sauces.
- **The Delmar Loop Business District Association**, St. Louis MO – Created and produced a series of promotional videos for social media marketing. Served as Producer, Director, Videographer & Editor.
- **HireQuest Staffing LLC**, St. Louis MO – Created and produced a series of corporate communications videos for internal training. Served as Producer, Director, Videographer & Editor.
- **Sauce TV**, St. Louis MO – Created and produced video series for local food publication *Sauce Magazine*. Served as Executive Producer, Director & Writer.

Maximize St. Louis 2017-2019

A millennial lifestyle media and marketing outlet that showcases the best shopping, dining and entertainment for the St. Louis region.

Founder / Publisher / Creative Director / Editor in Chief

- Developed new media publication to engage the millennial generation of St. Louis; originally launched in 2017 with a digital presence and limited print publication of 25,000; transformed strictly to a digital platform in 2018.
- Lead and direct all aspects of business including print publication, website, social media platforms, creative production, editorial content, video & event production and advertising; coach and motivated an Editor, a Staff Videographer, and a team of freelance writers and photographers.
- Successfully grew the digital platform to 50,000 followers monthly.
- Championed the mission of MAX to maximize the St. Louis lifestyle by covering the best the city has to offer through thoughtful coverage of sports, style, health, fitness, tech, gaming, dining, nightlife, travel, arts and culture.

Vital VOICE Magazine 2007-2019

The Missouri's premier LGBTQIA+ lifestyle & entertainment media outlet featuring a monthly print publication, a robust digital & social media platform and an annual event & video series.

Publisher / Creative Director / Editor-in-Chief 2009-2019

- Provided leadership, direction, creativity, content, and motivation to a team of 14 including Editors, Staff Writers, Advertising Sales Representatives, Social Media Directors, Events Coordinators, and design & graphics professionals.
- Built the brand to include a monthly print magazine, website, social media platform, event series and video series to successfully engage the region's LGBTQIA+ Community.
- Initially grew publication from 800 newspapers per month to more than 75,000 magazines.
- Rebranded and overhauled the entire brand of Vital VOICE in 2013, and expanded distribution to the Kansas City market in 2014, establishing Missouri's premier LGBTQIA+ life + style media brand; grew to a top-5 free media outlet in St. Louis.
- Doubled readership to 150,000 across the state in 2016, generating \$1.2 million in annual ad revenue.
- Pivoted solely to a digital platform in 2017 with the trend of most information and news going digital; promoted the publication on Social Media and grew digital audience to 350,000.
- Leveraged relationships built over many years of TV, Radio, Digital, and Print engagement to feature celebrities including Andy Cohen, Lady Gaga, and Melissa Etheridge in the publication.
- Built a reputation for delivering distinctive stories, news, entertainment and commentary that informed, empowered and enlightened the LGBTQIA+ community.
- Created and implemented an annual event series which included *Briefs, a Festival of Short Lesbian and Gay Plays, Queens in Space*, presented by the Moonrise Hotel and Pearl Vodka, and various civic events that engaging the LGBTQIA+ community.
- Designed and delivered digital marketing for clients on variety of Social Media platforms (Facebook, Instagram, Twitter, web advertising, e-mail campaigns etc.), and created additional external revenue streams for the company.
- Created and delivered digital video content for Explore St. Louis focused on the LGBTQIA+ community for the City of St. Louis' outreach and diversity marketing.

Associate Publisher 2007-2009

- Provided expertise to change direction and redevelop all aspects of the entire newspaper to improve overall business by sourcing new advertising opportunities, redesigning the layout, and providing direction on story ideas.
- Successfully improved business conditions of the underperforming publication, and ultimately offered to take over ownership; negotiated the purchase of the newspaper and Vital VOICE brand from the publisher.
- Planned and implemented strategy to transform the publication from a politico activist newspaper into a life and style LGBTQIA+ glossy magazine.

Freelance Entertainment & Lifestyle Correspondent 2002-2007

- Collaborated with various media outlets to create content-rich segments, articles, and reports covering the arts and entertainment, fashion and lifestyle scenes of St. Louis
- Served as the Midwest correspondent for *MTV News* covering events in St. Louis, Chicago, Dallas, and Kansas City
- Co-hosted *Reel Entertainment* on Charter Communications Information Network (CCIN); interviewed celebrities in person and via satellite including fashion designers on new collections each season and filmmaker George Lucas on-site in California for segments on the design aspects of *Star Wars*; which was nominated for an Emmy.
- Appeared weekly covering entertainment & culture for KSDK NBC Channel 5 *Show Me St. Louis*.
- Featured regularly on KTVI Fox 2 News and KMOV CBS Morning News
- Served as regular guest correspondent on 97.1 All Talk Radio
- Featured as a regular guest on *Vic & Trish in the Morning* on 101.1 WVRV *The River*

- Served as Fashion Director at Large of ALIVE Magazine by engaging celebrities and styling for fashion editorial spreads.
- Recruited as Creative Director for launch of St. Louis Woman Magazine.
- Co-hosted live celebrity events and fashion shows for Westfield Shopping Town grand opening of their west county property; co-hosts included Sarah Ferguson, Duchess of York, Carson Kressley of *Queer Eye* and Stacy London from *What Not to Wear*.

Gorman Studios 2000-2002

Production photography studio, serving a client base of actors, politicians, musicians, and celebrities.

Creative Director

- Directed content and led operations by creating photo and visual content for promotional purposes in a variety of media.
- Utilized experience in media and communications and delivered content for clients in a high demand environment.
- Provided creative and technical guidance with specialization in the aesthetics of the photographer's images pertaining to lighting, wardrobe styling, hair & makeup, location scouting & booking, scheduling, and studio management.
- Worked with notable clients including Bill & Hillary Clinton, Claire McCaskill, Mayor Lyda Krewson, artist Nelly, Cirque du Soleil, Bob Costas, singer Ann Hampton Callaway, authors Laurell K. Hamilton, Patricia Cornwell and many other media personalities.

AFFILIATION / BOARD MEMBERSHIPS / AWARDS

Board Member - Touhill Performing Arts Center • Diversity Committee Member - St. Louis Convention & Visitors Commission • Board of Governors - Human Rights Campaign
 Committee Member - St. Louis Craft Alliance • Emcee and Parade Committee - Pride St. Louis
 St. Louis Business Journal - Character of the City Award • Pride St. Louis - Ultra Pride Award
 St. Louis Convention and Visitor Commission - All Star Award • Human Rights Campaign - Equality in Media Award • The Academy of Television Arts and Sciences – Emmy Nominated for Best Performing Arts Segments on *Reel Entertainment*

EDUCATION & LANGUAGES

Graduate Degree in Fashion and Entertainment Media
Esmod International - Sorbonne University - Paris, France

Bachelor of Arts in Theatre Design and Production
Conservatory of Performing Arts - Webster University - St. Louis, Missouri

Graduate of **Interlochen Arts Academy** – Interlochen, Michigan

Fluent in English, French and Proficient in Spanish