

Dustin Senger

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A multi-skilled information curator capable of stimulating public interest and sustaining public awareness. A social strategist who coordinates proactive information programs and provides insights into stakeholder understandings. Capable of engaging in public discourse and developing innovations for improving consumer-business relationships. An international traveler and enthusiastic researcher of cultural materials and etiquettes. Federal security clearance with an adjudicated Secret investigation.

Experience

Digital Communications Specialist

Falcon School District 49 at Peyton, Colo.

4/2012 to current

Built relationships and trust in a public school district by leveraging digital communications platforms. Recommended the best practices for informing a community that trusts more than 15,000 students to educators in nine elementary schools, three middle schools, three high schools, one alternative school and one online virtual academy.

- Shared districts stories through participatory media, while advocating accountability to the public, transparency in actions and trustworthiness in communications. Captured images district events and activities for website, social media and marketing materials. Managed the district's online presence, including website, social media, staff intranet and online publications.
- Demonstrated a strong understanding and expertise in digital content, usability, architecture, as well as a proved an understanding of search engine optimization, online analysts tools and traditional marketing and brand management.
- Worked to foster community engagement by identifying key stakeholders and new support networks for the district, schools and programs; coordinated with staff to develop community engagement opportunities via interactive media platforms.
- Developed and implemented outreach strategies to build a presence for the district in the community, connecting with new organizations and expanding the reach of its message.

Social Media Strategy and Technology Consultant

Social Springs, Colorado at Colorado Springs, Colo.

2/2012 to current

Assisted local small business owners with establishing an online presence and succeeding in participatory media, including content creation, social media and website optimization. Advocated a commitment to elevating organizational transparency that upholds marketing ethics and values. Helped grow social value, while forming inbound marketing and online customer relationship management strategies.

- Quickly established a social media presence for a cultural center with a global reach.

Public Affairs Site Lead — Fort Carson, Colo.

Eagle Support Services at Huntsville, Ala.

10/2010 to 2/2012

Coordinated contractor journalism, photography and media relations services at Fort Carson, Colo.

- Released 45 AP-style stories with 290 high-quality D-SLR images to explain the Army's readiness for overseas contingency operations and community relations' events. Contributed to a weekly

newspaper. Marketed external audiences using distributed reporting services and social media.

- Outstanding performance remarks contributed to the award of ongoing contracted services.

Public Affairs Coordinator — Camp As Sayliyah, Qatar

ITT Systems Division at Colorado Springs, Colo.

6/2006 to 9/2010

Organized an Army public affairs program, as a staff advisor to the installation commander.

- Released 102 AP-format stories with 1,008 high-quality D-SLR images to explain the Army's activities, processes and community events. Released content to three local newspapers and numerous national and international media outlets. Analyzed the impact stories had online. Provided liaison duties and media ground rules for reporters. Prepared military personnel for interviews by preparing talking points and passing on command guidance.
- Facilitated dozens of off-post cultural awareness events to promote respect for host nation traditions in thousands of servicemembers. Maintained mutually beneficial interactions between the Army and the host nation government and an enormous expatriate population.
- Coordinated public affairs support between five tenant units, two installations and the U.S. Embassy. Organized six quarterly town hall meetings to assist project and program decisions. Arranged command information materials for thousands of community members, including Intranet website content and numerous display boards. Streamlined the use of command email dispatches and command television channel presentations.
- Developed a more effective command information identity by creating logos and templates, as well as redesigning the installation magazine, television channel and supporting websites.
- Received the Army's top public affairs performance remarks during organizational inspections.

Force Protection Specialist — Camp As Sayliyah, Qatar

DynCorp International at Fort Worth, Texas

7/2003 to 6/2006

Enforced installation policy and ensured base security.

- Assisted in the implementation of new biometric force protection equipment in an austere environment: Networked hardware, suggested software changes, registered thousands of profiles and performed training classes for more than 100 security forces personnel.

Sergeant/Combat Photographer and Photojournalist — Camp Smith, Hawaii

U.S. Marine Corps

10/1997 to 6/2002

Performed duties as a combat photographer and photojournalist during garrison and field activities.

- Wrote standard operating procedures for visual information management at the NATO press center in Skopje, Macedonia. Coordinated supporting services with host nation businesses.
- Created thousands of photographs using various types of film and digital cameras in a variety of environments (including night vision and extreme weather). Supported a range of internal and external requirements, including public information, operational imagery, civil affairs, intelligence imagery, investigations, research, development, test and evaluation and recruiting.
- Assisted in the transition to desktop imaging standards, while recommending imaging

equipment and performing preventive maintenance, quality control, archiving and finishing. Provided technical expertise for the integration of internal operations with digital assets.

Education

University of Massachusetts — Amherst, Massachusetts 12/2009 to 2/2012

Earned a bachelors in journalism with an individualized concentration in social media: Studied the theory and practices of social media software integration in public affairs; informing publics, affecting opinion and democratizing information using Internet and digital technologies; and creating strategic communication and marketing plans using social media software. GPA: 3.75

University of Massachusetts — Amherst, Massachusetts 12/2009 to 5/2010

Certificate in Journalism: Studied news reporting, AP-style editing, online journalism and public relations.

Defense Information School — Fort Meade, Maryland 2/2002 to 5/2002

Certificate in Photojournalism. Graduated top in class.

Defense Information School — Fort Meade, Maryland 4/1998 to 7/1998

Certificate in Still Photography. Graduated top in class.

School of Communication Arts — St. Louis Park, Minnesota 8/1996 to 2/1997

Some college coursework completed in computer design and animation: Studied color theory, computer graphics, electronic publishing and visual presentation.