

DONALD J. RASHID

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SUMMARY

Creative and strategic marketing professional with 10+ years experience in content creation, co-marketing, and earned media. Proven success in developing brand narratives across legal, healthcare, nonprofit, and entrepreneurial sectors. Adept at translating strategy into tangible results through storytelling, partnership development and event execution.

• Partnership Marketing & Brand Strategy

• Business & Feature Journalism

• Event Planning & Leadership Series

Coordination

• Fractional Marketing & Content

Development

• Social Media Writing & Engagement

• Media Pitching & Publication Management

• Client Communications & ROI-Driven

Campaigns

• Canva, ChatGPT, Video/Photography

CORE SKILLS AND EXPERTISE

- Membership Co-chair of the Nebraska Federation of Advertising which placed third in our District during 2025 for membership and communications
- Partnership marketing and fractional marketing roles
- Event management including a nationally recognized 16 month leadership event coordinated with a 15 member Board of Directors
- Cross-industry experience (nonprofit, health, legal and B2B)
- Fractional marketing, strategy planning and business journalism

PROFESSIONAL IMPACT

Marketing Campaigns & Strategy

- Created a luncheon partnering with the Greater Omaha Chamber of Commerce and invited as speaker the national president of Dale Carnegie Training from New York. HDR Engineering was given a national training award.
- Developed a comprehensive client marketing plan, publications and partnership/ new client development for 90 days, one year and up to five years of activities. Credited with creating a repeatable sales process.
- Led a 90-day marketing strategy and plan that secured buy in from my client's customers including a 10 person team and director and created industry connections, media releases and publications
- Directed consumer based marketing for an innovative health conference attended by over 100 participants, achieving partner buy-in, attendance and high engagement from targeted groups

Content Development & Publishing

- Built editorial, content creation, pr and marketing strategies, serving on the founding team and served as an editor for two national trade publications Spec Homebuilding and Premier Home Plans
- Authored and placed over 300 articles, including 20,000+ published words in a 3-month span
- Digital event recaps and member spotlights in AdMuse, a digital advertising industry monthly newsletter that were praised by the Executive Director and Communications Chair.

Event & Media Engagement

- Managed a 16-month leadership event series and workshops leading to national recognition as the top event in a series including event rebranding
- Produced 5,000+ photos and 500+ unedited videos for social, digital, personal, volunteer, and event use
- Recognized for coordinating top-tier, new leadership events and national media features

PUBLISHED WORKS (SELECTED) 300+

- The Daily Record: Legal sector stories, 8-page special section
- The Salvation Army: Regional newsletters, Building Hope edition featured writer on programming and their North Corps Capital Campaign.
- Omaha Magazine - marketing ads, feature articles and short Best of Omaha pieces
- Mug.News: In-depth profiles on Middle America companies in 1,000 + word formats
- Omega Wellness: Business development and digital strategy consulting
- American Advertising Federation Nebraska: AdMuse digital content on event recaps and member spotlight articles for monthly digital newsletter as part of the Communications Committee

EMPLOYMENT

- American Advertising Federation Nebraska
Volunteer Membership Co-Chair | Oct 2023 – Present
- Marketing Director – Health & Wellness Conference (Contract)
Partnership Marketing Consultant | 2017-2018
- Self-Employed – Donald Rashid Writing & Marketing
Freelance Marketing Specialist & Journalist | Jan 2014 – Present

EDUCATION

Rockhurst University – B.S.B.A. Marketing & Communication Media

500+ hours professional development

Professional Development: On Brand 2023 & 2024