

Dan Higgins

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EXECUTIVE SUMMARY

Senior social and digital leader with 18+ years of marketing experience shaping social strategy, digital media planning, creator programs, and community engagement for complex, multi-stakeholder organizations. Builds social ecosystems that elevate brand voice, strengthen cultural relevance, and drive measurable audience growth. Experienced in leading cross-functional teams, managing agency teams, and developing frameworks that scale content, governance, and creative excellence. Known for blending strategic clarity with hands-on creative leadership to deliver social programs that perform across platforms and audiences.

CORE CAPABILITIES

- Social Strategy & Ecosystem Design
- Creator & Influencer Program Leadership
- Community Development & Engagement
- Content Systems & Narrative Frameworks
- Social Listening & Cultural Insights
- Cross-Functional Leadership
- Team Management & Talent Development
- Agency Oversight & Creative Direction
- Governance, Playbooks & Standards
- Short-Form Video & Platform Innovation

RELEVANT EXPERIENCE

Director, Social Media (*Status: On Call July 2024-Present*)
ICF Next

December 2021-Present
Reston, VA

- Led social strategy and content direction across a portfolio of high-visibility programs, shaping narratives, channel approaches, and creative standards.
- Built and scaled social ecosystems, including content frameworks, governance models, and playbooks that improved consistency and creative quality across teams.
- Directed cross-functional teams across creative, strategy, media, and analytics to deliver social programs that aligned brand voice, audience insights, and platform best practices.
- Developed short-form, video-forward content approaches that increased reach, engagement, and cultural relevance across channels.
- Managed and mentored a 20-person social team, strengthening creative capability, operational discipline, and platform expertise.
- Led a global Community of Practice of 50+ practitioners, establishing shared standards, templates, and best practices that elevated social execution across the organization.
- Partnered with senior stakeholders to refine social storytelling, executive visibility, and employee advocacy programs.

Vice President, Social and Content (*Progressive Roles*)
PlowShare Group

February 2016-December 2021
Arlington, VA

- Directed social strategy and content development for national campaigns, ensuring cohesive storytelling across creative, media, and influencer channels.
- Led cross-agency teams to deliver integrated social programs grounded in audience insights, cultural trends, and platform behaviors.
- Built content systems, workflows, and governance models that improved creative alignment and accelerated production across teams.

Relevant Experience Continued

- Oversaw campaign partnerships, paid social programs, and multi-channel content activation to drive reach and engagement.
- Translated research and performance insights into actionable creative and platform recommendations that strengthened campaign impact.
- Served as a senior advisor to clients, guiding social voice, content direction, and community engagement strategies.

Associate Director, Social Content Systems (*Progressive Roles*)
Arnold Worldwide

February 2012–October 2015
Boston, MA

- Led social content systems and campaign planning for major consumer and nonprofit brands, ensuring consistent brand voice and platform-specific storytelling.
- Directed multi-channel content development and strategy, including short-form video, real-time response, and integrated creative campaigns.
- Built scalable content frameworks and production models that improved efficiency and strengthened creative quality.
- Partnered with analytics teams to translate insights into content adjustments that improved performance and audience resonance.
- Strengthened client relationships by providing proactive guidance on social trends, platform shifts, and emerging creator opportunities.

SELECT FEDERAL, NON-PROFIT AND INDUSTRY CLIENTS

- **Federal:** Centers for Disease Control and Prevention (CDC), National Cancer Institute (NCI), National Heart, Lung Blood Institute (NHLBI), National Institute on Alcohol Abuse and Alcoholism (NIAAA), Department of Homeland Security (DHS)
- **Non-Profit:** Truth Initiative, Be The Match, Steven and Alexandria Cohen Foundation, National Academies of Science, Lustgarten Foundation
- **Industry and Consumer:** Progressive, Fidelity, Tyson Foods, Avocados From Mexico, Panasonic, Jack Daniel's, University of Phoenix, Strayer University, Carbonite, Sanofi, Rhone Valley Wine, Santander Bank, Dexter (Showtime), Aetna

MILITARY SUMMARY

U.S. Army Reserve, Enlisted Soldier to Medical Service Corps Officer (2004–2017)

Progressed through leadership roles including Squad Leader, Platoon Leader, Battle Captain, Section Leader, Operations Officer, Field Medical Assistant, and Executive Officer. Deployed to Afghanistan, where I led operational planning and implemented tele-behavioral health capabilities across the area of operations; awarded the Bronze Star Medal for exemplary service.

EDUCATION

- M.A., Global Marketing Communication & Advertising
- B.S., Marketing Communications

Emerson College, 2010

Johnson & Wales University, 2006