

DANIEL N. LEWIS

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INTEGRATED MARKETING & COMMUNICATIONS EXECUTIVE

Strategic marketing and communications leader with 15+ years driving audience growth, engagement, and brand visibility for global organizations, including Fortune 150 leaders Visa and Warner Bros. Discovery. Oversaw digital platforms and campaigns reaching 30K+ employees and millions of consumers worldwide, managing budgets up to \$1.5M and teams of creators and strategists. Recognized for delivering measurable impact through data-driven storytelling, innovative content, and cross-functional leadership.

AREAS OF EXPERTISE

Internal & External Communications Strategy | Executive & Leadership Messaging | Content Strategy & Production
Audience Development & Engagement | Digital & Social Media Communications | Email & Newsletter Strategy
Intranet & Employee Platforms | Content Partnerships & Collaboration | Storytelling & Brand Voice
Metrics & Analytics for Engagement | Team Leadership & Agency Oversight | Change Management Communications

PROFESSIONAL EXPERIENCE

VISA | New York, NY

February 2023 to Present

Global payments leader.

Senior Director, Internal Digital Platforms Communications

Lead enterprise content and communications across Visa's internal platforms: corporate intranet, internal social media, weekly email newsletter, and in-office digital signage. Oversee an in-house agency-style team of four creators and designers, resulting in two internal promotions and 100% retention to date. Report to Global Head of Enterprise Communications. Budget: \$500k to \$1.5m annually.

- **Launched company's first internal social media network, Viva Engage, positioning it as a key channel for community-building and leadership visibility. Led cross-functional team of communicators, organizational change managers, and technologists to stand up the experience on a 6-week timeline per CEO directive.**
 - Achieved 90% monthly employee usage—exceeding industry benchmarks by 55%.
 - Led strategy, content, and creative for 32,000-member all-employee channel.
 - Built platform strategy for CEO, C-suite, and other senior leaders.
 - Enabled deeper adoption by developing and sharing best practices, metrics dashboards, and engagement playbooks with internal communicators across the enterprise.
- **Spearheaded the full redesign of Visa's internal intranet, delivering a modernized, user-centric platform. Identified, onboarded, and managed agency for strategy, design, and content migration; partnered with internal technology team on a ground-up rebuild of backend and frontend experience.**
 - Increased page views on enterprise news stories by 20%.
 - Improved site search and navigation by retiring 20% of content.
 - Integrated personalized content and generative AI tools into experience and established a sitewide framework to allow the company to take advantage of the opportunities future technology will enable.

WARNER BROS. DISCOVERY | New York, NY

February 2020 to February 2023

Media conglomerate, including HBO, HBO Max, CNN, Warner Bros., TBS, TNT & DC Comics. Formerly WarnerMedia.

Senior Director, Digital and Corporate Communications, 2022 to 2023

Director, Digital and Corporate Communications, 2020 to 2021

Recruited to oversee digital corporate communications strategy across all media properties and promote priority content from Warner Bros. Discovery's brands. Oversee messaging for corporate website, newsroom, and social media channels. Report to SVP, Corporate Marketing & Communications. Budget: \$250k/Media Spend: \$500k; Staff: 3

- **Launched company's first fully integrated website and social media presence, optimizing media assets, amplifying corporate social responsibility messaging, and improving brand footprint and engagement.**
 - Elevated website and social presence by pivoting away from passively sharing brand news and press releases, in favor of developing integrated campaigns around content and corporate messaging.

- Developed digital/social communications strategy for CEO to announce WBD's groundbreaking decision to release major motion pictures day-and-date on HBO Max and in theaters.
- Created a social-first corporate response to Black Lives Matter/George Floyd protests (2M impressions across 200 social accounts) and built/led social strategy around Stop Asian Hate messaging (1M impressions; +150 social accounts).
- Introduced COVID-19 response section on corporate website and developed messaging campaigns leveraging WBD IP and celebrities to promote safety/prevention (2M-4.3M impressions each).
- Developed scalable social media playbook and recruited social-first designers.
 - Grew followers on Twitter by 270%, Instagram by 225%, and LinkedIn by 175%; more than doubled average engagement on posts across social media accounts.
 - Launched employee engagement and recruitment-directed Twitter and Instagram accounts; reached 50k followers in first year.
 - Increased visits to career website from corporate website by +50%.

SESAME WORKSHOP | New York, NY

2010 to January 2020

Non-profit parent organization of Sesame Street and its related properties.

Senior Director, Digital Marketing, 2017 to 2020

Director, Digital Marketing, 2015 to 2017

Drove digital marketing strategy to ensure brand relevance across key demographics and capture/recapture new audiences likely to identify with Sesame brand. Sourced fundraising and content strategic partners; oversaw social media (organic and paid), email marketing, paid search, and other paid digital campaigns. Oversaw digital agency, managed ~\$750k content, technology, and paid search budget, and led team of 2-3 direct reports.

- **Built marketing plan for a giving campaign that reached its goal 18 months ahead of schedule.**
 - Created branding and partnership strategy for Sesame Workshop's annual giving program, resulting in several 5- and 6-figure fundraising campaigns with retail partners, including H&M, J. Crew, and Party City.
 - Developed the business case and automation strategy to reboot a dormant email marketing program, growing lists of parents, donors, and service providers from zero to 150k+ in 18 months.
 - Identified inaugural agency partnership for lead generation and quickly recouped half of investment.
- **Grew brand footprint through social media campaigns and strategic partnerships with content providers.**
 - Launched character-specific Twitter and Instagram accounts, while maintaining steady growth on main brand accounts, realizing 1.5M new followers and capturing attention through several viral posts, including some videos with 50M+ views.
 - Initiated partnerships with Instagram, Twitter, YouTube, and Snapchat to promote annual franchise campaigns and special events, including Sesame 50th anniversary, garnering tens of millions of impressions.

Director, New Media Communication, 2010 to 2015

Recruited to improve digital and social presence. Implemented analytics and automation tools for managing audience acquisition, segmentation, and engagement.

- **Introduced/scaled social, digital, and mobile initiatives to fuel brand relevance and accessibility.**
 - Created social media program from the ground up.
 - Grew Twitter account and Facebook page from fewer than 5,000 followers to 1M followers.
 - Developed Elmo and Cookie Monster's Facebook pages and grew each to more than 5M "likes."
 - Spearheaded several YouTube parodies that went viral.
 - Stranger Things, 6M views – earned Bronze Clio Award for Social Video.
 - Despacito, 10M views.
 - Call Me Maybe, 25M views.
 - Restructured corporate website; added a new CMS, dramatically improved navigation, and increased engagement through blog and social media interfaces.

FANDOM | New York, NY

2005 to 2008

Network of thousands of Wikipedia-style encyclopedias; launched by Wikipedia founder; one of largest websites in US. Formerly Wikia.

General Manager, ArmchairGM

- **Co-founded ArmchairGM, a user-generated content sports website sold to Wikia in 2006.**
 - Built site traffic through search engine optimization, social media marketing, and blog outreach campaigns.
 - Managed advertising inventory and relationships with outside sales vendors.
 - Negotiated and executed on partnerships with *Sports Illustrated* and others.

ADDITIONAL EXPERIENCE

- Creator of *Now I Know*, a Webby Award-winning free daily newsletter launched in 2010 with more than 50,000 subscribers and a 50%+ open rate. Manage all writing, audience acquisition, and monetization.
- Retained Advisor for communications and email marketing best practices, various brands.
- Author, 3 books; most recent published with Simon and Schuster.
- Publishing credits with *New York Times/The Athletic*, *Reader's Digest*, *Sports Illustrated*, and *Smithsonian Magazine*.

EDUCATION

Benjamin N. Cardozo School of Law, New York, NY

J.D., June 2005, *cum laude*; Order of the Coif

Production Editor, Cardozo Law Review

Tufts University, Medford, MA

B.A., Economics, February 2000