

Dan Lewis

**DIGITAL COMMS, MARKETING &
SOCIAL MEDIA PORTFOLIO**





HI, I'M DAN.

nice to meet you.

I'm an accomplished storyteller who always is looking for engaging ways to connect with my audiences—and to reach new ones along the way. From Sesame Street and WarnerMedia to a fun side project of my own, I've led marketing and communications teams to new heights. Here's a quick look into some of those wins!

SOCIAL GROWTH



established the footprint
for a beloved legacy
and turned it into
a social media icon

earned

5+ million

Sesame Street followers
across platforms



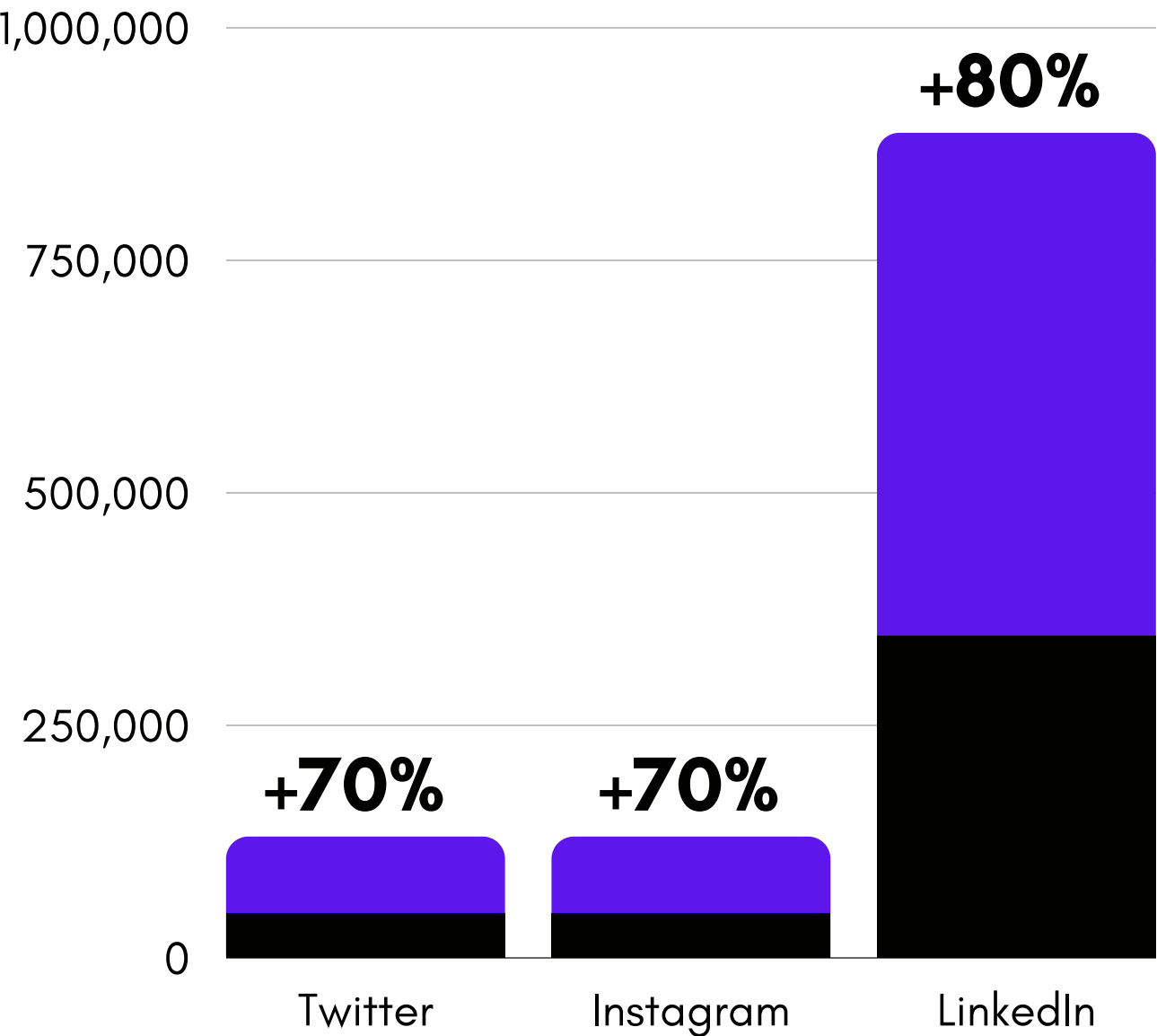
plus, started accounts for Sesame's
characters & added another

1 million

Twitter followers for Cookie
Monster, Elmo, Big Bird, & the
rest of the gang

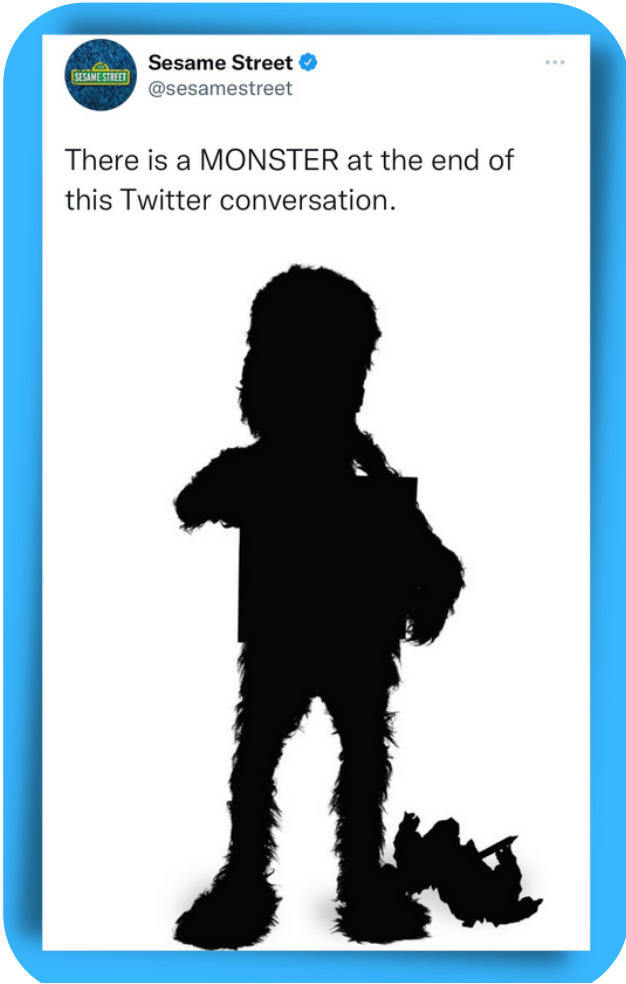
WarnerMedia

rebooted the social media strategy—and
supercharged growth in just one year



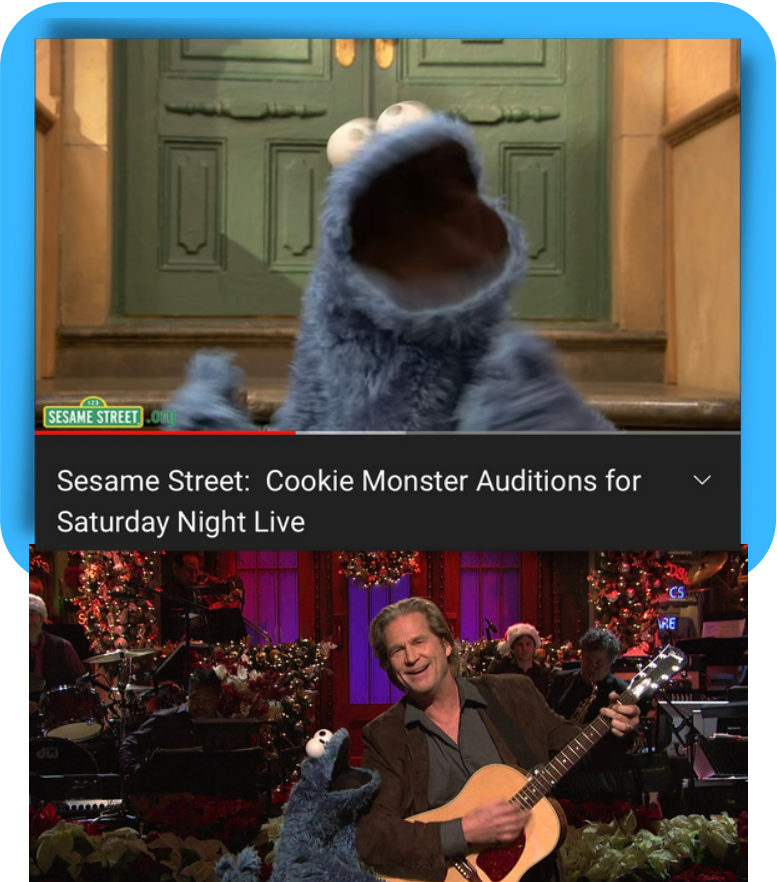
SOCIAL MEDIA CONTENT & CAMPAIGNS

crafting tweets that become newsworthy moments. . .



The Monster at the End of This Tweet WIRED

Earlier today, the Sesame Street Twitter feed mentioned that there was a monster "at the end of this Twitter conversation," with the similar expected conclusion. What's particularly funny to us GeekDads is Wil Wheaton's reaction to the thread.



'SNL' Clip of Jeff Bridges Dueting With Cookie Monster Becomes Viral Video Hit

THE HOLLYWOOD REPORTER



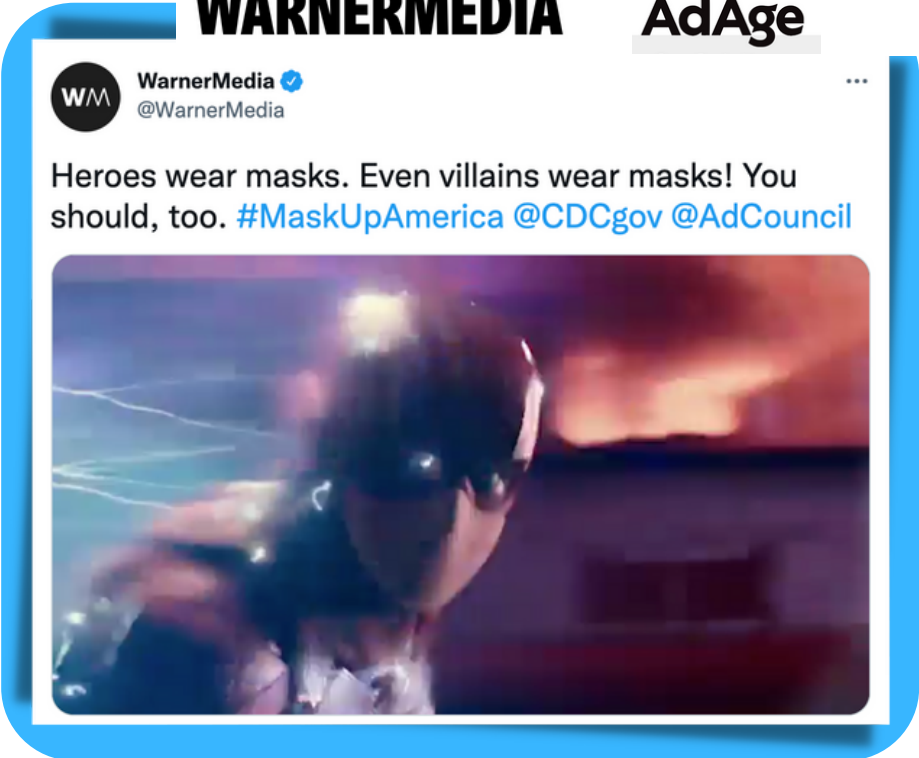
Big Bird's Twitter account just dropped the most spectacular first Tweet of all time

THE VERGE



'Sesame Street's' mystery Gordon: Have you seen him? Entertainment

HARRY POTTER, THE JOKER AND WONDER WOMAN DON MASKS IN COVID PSA FROM WARNERMEDIA AdAge



& creating content that responds with impact

It's Official: Big Bird Was the Star of the First Presidential Debate (Video)

Hollywood REPORTER



Big Bird: My bed time is usually 7:45, but I was really tired yesterday and fell asleep at 7! Did I miss anything last night?

3:42 PM · Oct 4, 2012 · Twitter Web Client



through humor

WarnerMedia to Offer Ad Inventory to Social Justice Groups

Hollywood REPORTER

WarnerMedia on Thursday outlined actions the company is taking to help fight social injustice. For starters, the company will donate commercial inventory to Color Of Change and the NAACP Legal Defense Fund.



Three special guests joined our CEO Jason Kilar and Chief Enterprise Inclusion Officer Christy Haubegger: Dr. Robin DiAngelo, best-selling author of "White Fragility: Why It's So Hard for White People to Talk About Racism," @CNN's @VanJones68 and @thelauracoates.

AT&T, WarnerMedia Pledge \$7 Million to #StopAsianHate With Campaign Featuring Lisa Ling, Jon M. Chu, Tzi Ma (EXCLUSIVE) VARIETY



WarnerMedia, with @ATT, is committing \$7 million to further justice for the AAPI community. Join us in supporting our Asian American neighbors, colleagues, and friends. Text AAPI or AAJC to 20222 to donate \$10 and help #StopAsianHate bit.ly WM_StopAsianHa

100X AVERAGE REACH

750,000 LIKES COMMENTS SHARES

and through action.

VIDEOS

going viral — to the tune of millions of views



'Sesame Street' Does an Awesome Send-Up of '80s Songs

yahoo!

5MM
VIEWS



Cookie Monster's "Call Me Maybe" parody: The best one yet

The Washington Post

25MM
VIEWS



'Sesame Street' Unveils Adorable Rubber Duckie 'Despacito' Parody

RollingStone

10MM
VIEWS



Sesame Street Parodies *Stranger Things* With Cookiegorgon

People

7MM
VIEWS

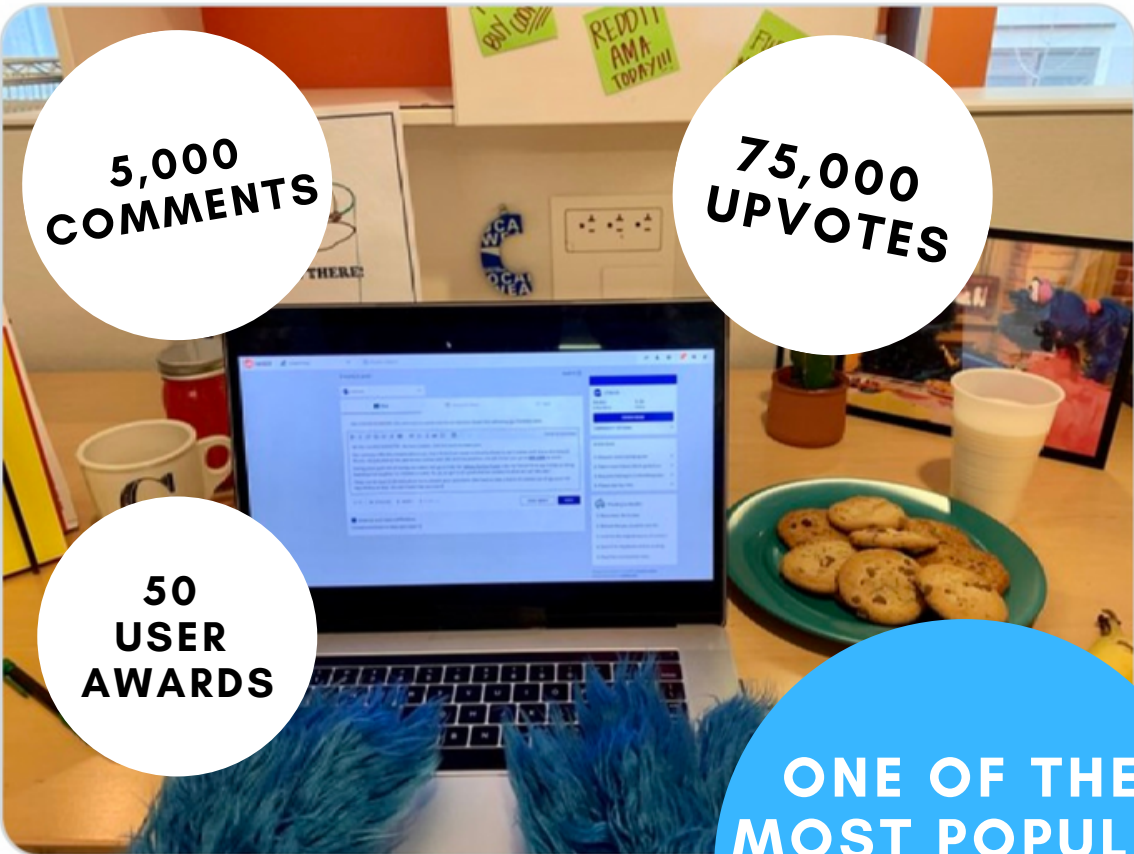
ENGAGEMENT

turning fans into active participants



Cookie Monster ✓
@MeCookieMonster

ATTENTION! Me doing @reddit AMA right now.
Come ask me questions! m.sesame.org/2RlhuQj



5,000
COMMENTS

75,000
UPVOTES

50
USER
AWARDS

ONE OF THE
MOST POPULAR
REDDIT
AMAS EVER



KICKSTARTER

Help Prevent Bullying with
Sesame Street's New Autism
Book



110%
OF GOAL
RAISED

Omaze

10,000
DONORS



\$100,000
RAISED

+120% OF
GOAL
RAISED



Now I Know!
THAT'S HALF THE BATTLE!

CREATED BY DAN LEWIS HOSTED BY MATT SILVERMAN

INNOVATION

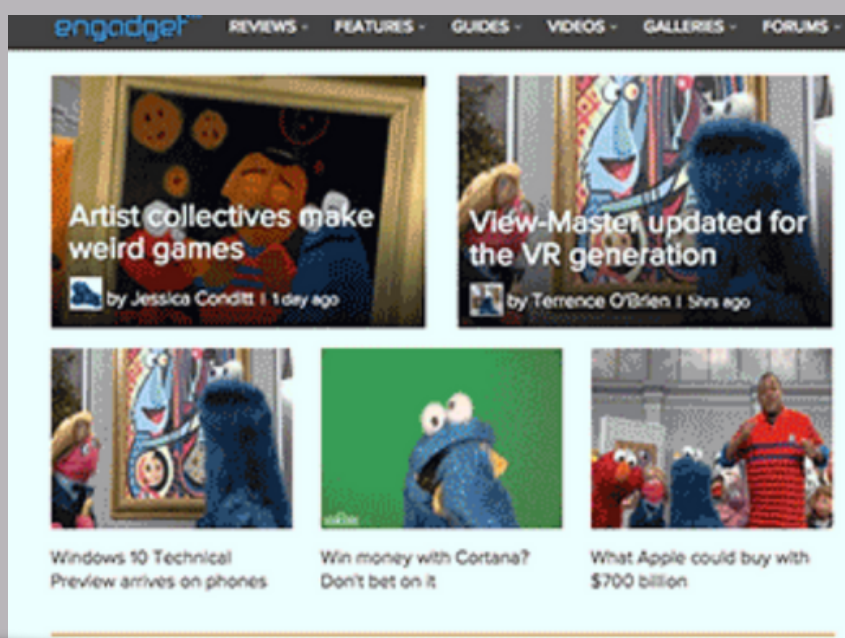
games and microsites that cut through the clutter



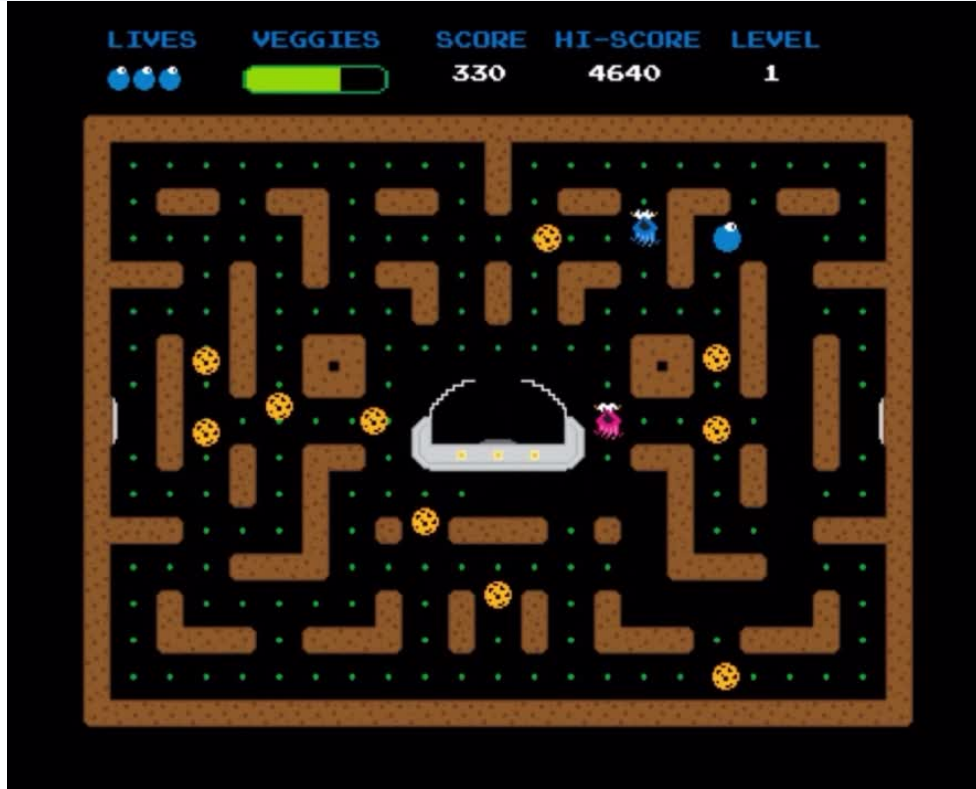
COMPLEX

Sesame Street Has Won the Internet, Meet "Flappy Bert"

If that's simply not enough Cookie Monster in your browser, the digital wizards at the Sesame Workshop planted a little treat at sesamestreet.org. Follow the [Konami Code](#) in the tweet below on their homepage and a little game will appear called [Cookie Monster Chase](#).



If you head over to Omnomnomify.com, you can turn any website into something much more, shall we say, digestible. You simply install the bookmarklet on your browser and head to the site of your choice. Press the bookmark and in seconds, most of that site's graphics will automatically be replaced with ones featuring the furry blue monster. The detail was so good that even our editors' headshots were swapped with unique Cookie icons. [Go ahead and check it out for yourself.](#)



COLLABORATIONS

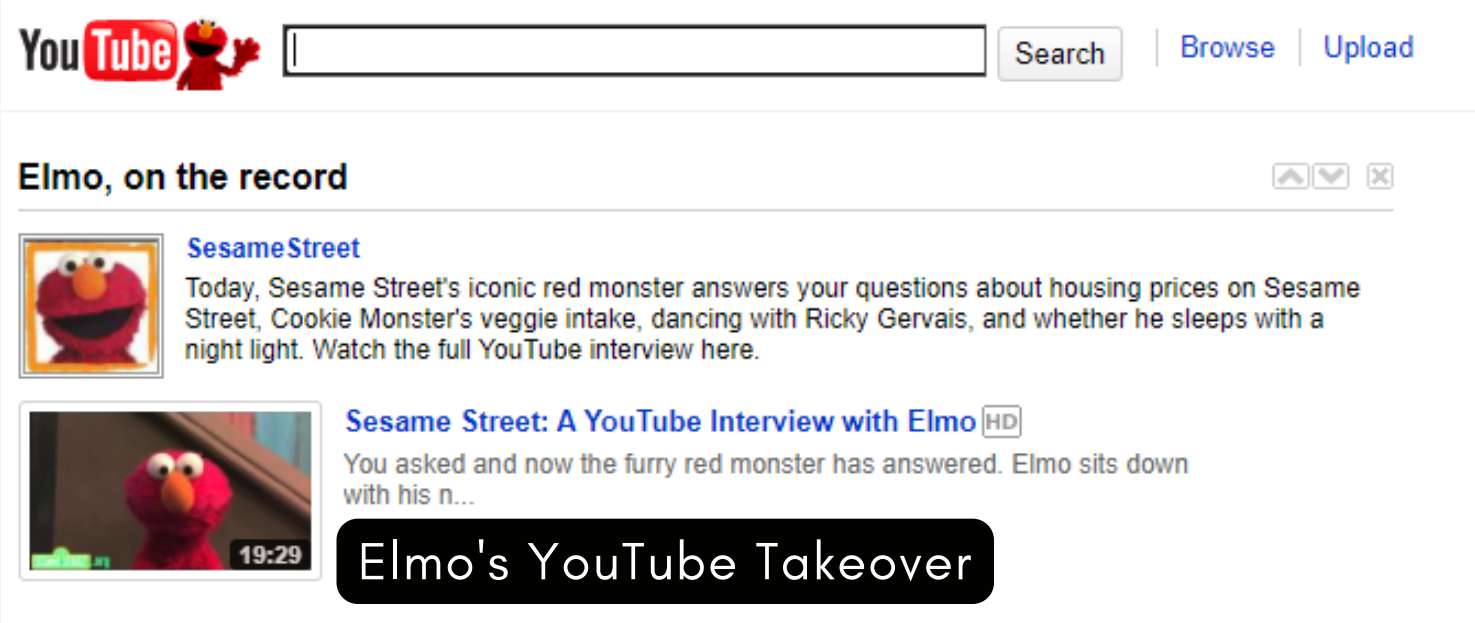
reaching new audiences through strategic brand partnerships



Sesame Street Snapchat filters



WarnerMedia cross-brand vaccination campaign



Elmo's YouTube Takeover



Elmo's guest appearance on HQ Trivia

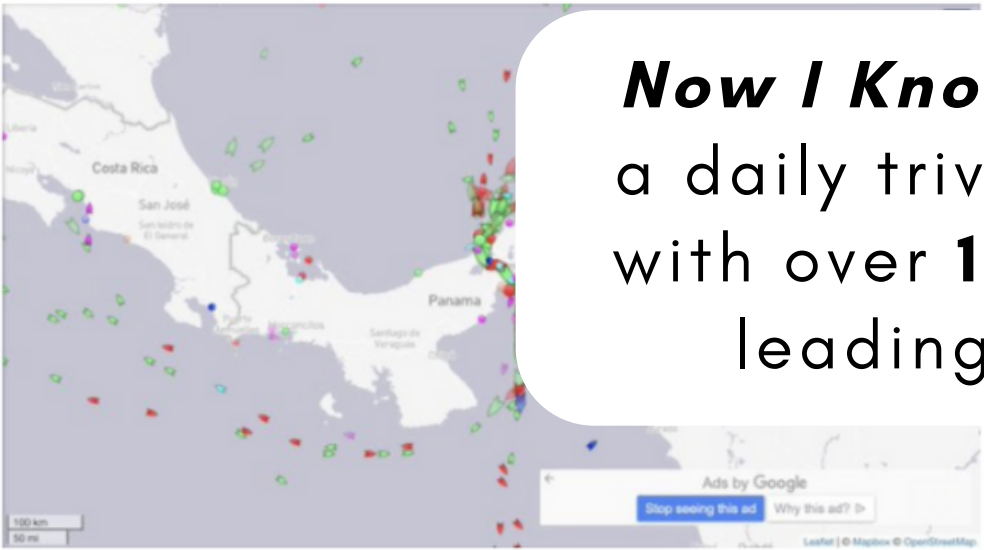


EMAIL MARKETING



If you want to learn more about what this space telescope is supposed to do, the NASA website has a ton of information. -- Dan

The Problem with Space Pirates



At about 1:30 PM ET yesterday, Dr. Jessie Christianstein, a NASA researcher, [tweeted the picture above](#) saying, in part, that "some[where] in here is a \$10B space telescope."



Now I Know, my side project—a daily trivia email newsletter with over **100,000** subscribers, leading to **three** books.



We want to THANK YOU. Your belief in Sesame Workshop has allowed us to fulfill our mission of helping children everywhere grow smarter, stronger, and kinder for 50 years and counting. Here's a look back at what we've been able to accomplish in 2019:

Rebooted Sesame's dormant email marketing program and grew double-opt-in lists to **150,000 subscribers in 18 months.**

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r care and
Sesame Street
ving Tuesday,
helping us

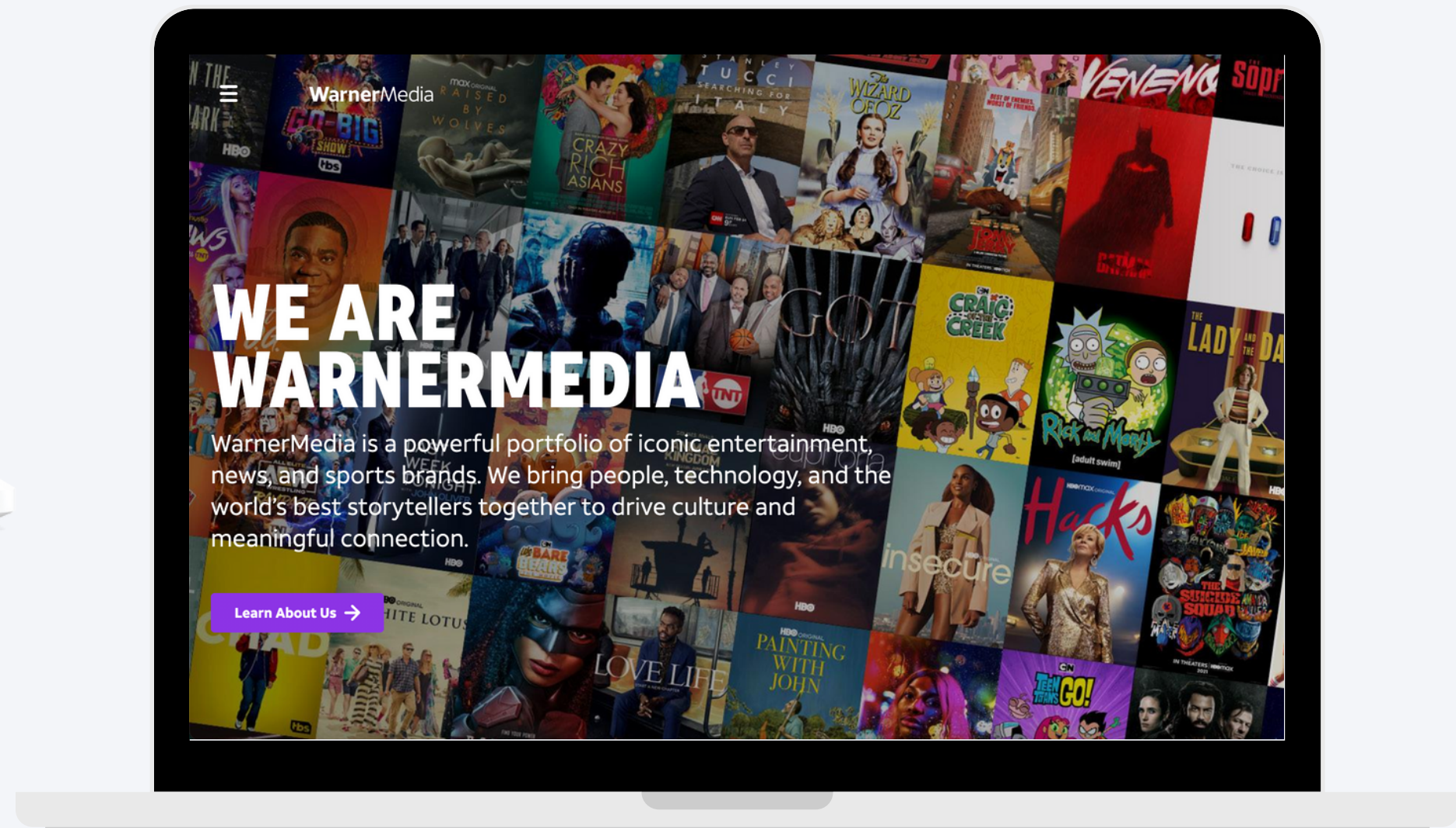
ter and learning

WEBSITE RELAUNCHES



Restructured corporate website; added a new CMS, dramatically improved navigation, and increased engagement through blog and social media interfaces.

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.



AWARDS



- Now I Know, Email Newsletter Nominees and People's Voice Winner, 2013, 2014
- Sesame Street, Best Overall Social Media, Nominee, 2013
- Cookie Monster Sings Share It Maybe, Viral Video, Honoree, 2013
- Sesame Workshop, Websites & Mobile Sites, Non-Profit, Nominee, 2012
- Cookie Monster SNL Host Campaign, Shortform Comedy Video, Honoree, 2011



- Sesame Street, Best Brand, Winner, 2010
- Cookie Monster's Ask Me Anything on Reddit, Finalist, 2019



CLIO

- Sesame Street Stranger Things Parody, Clio Entertainment Bronze, 2018

THANK YOU!

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