

## **D/K CURRICULUM VITAE**

### **DANIEL KEDINGER**

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Lafayette, LA 70506

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### **EDUCATION**

Bachelor of Arts in Philosophy and the Liberal Arts, June 2005 – SAINT JOSEPH SEMINARY COLLEGE, Saint Benedict, LA

Studied Business Systems Analyst and Technology, 2000 - 2001 – UNIVERSITY OF LOUISIANA AT LAFAYETTE, Lafayette, LA

### **PROFESSIONAL EXPERIENCE**

Executive Editor, Food Marketing Now, August 2019 - Present

VP, Consumer Engagement, BBR Creative, February 2018 - Present

Digital Marketing Director, BBR Creative, July 2013 - February 2018

Contributing Writer, Practical E-Commerce, March 2015 - February 2016

Interactive Strategist, BBR Creative, May 2012 - July 2013

Principal, Crucé Design, Sept 2006 - May 2012

Web Designer & Developer, Saint Joseph Abbey & Seminary College, January - June 2006

### **PUBLICATIONS / ARTICLES**

1. Kedinger, Daniel. "How to Promote Snacks & Candy in the World of Online Grocery." Food Marketing Now, 2020
2. Kedinger, Daniel. "How to Keep Employees Happy – the HoneyBaked Way" Food Marketing Now, 2019
3. Kedinger, Daniel. "How Brands Can Use Online Grocery Sales to Grow Retail." Food Marketing Now, 2019
4. Kedinger, Daniel. "Perfectly Inconvenient: A New York Restaurant in Mississippi." Food Marketing Now, 2019

5. Kedinger, Daniel. "Why Food and Beverage Executives Need to Be Involved in Onboarding New Employees." Food Marketing Now, 2019
6. Kedinger, Daniel. "6 Tasty Food Marketing Trends: What You Need to Know." Food Marketing Now, 2019
7. Kedinger, Daniel. "How To Avoid Nine Pitfalls Of Holiday Marketing." Food Marketing Now, 2019
8. Kedinger, Daniel. "7 Site Usability Mistakes You Don't Know You're Making." The Porch, 2017
9. Kedinger, Daniel. "The Website Workaround: Microsites and Landing Pages." The Porch, 2017
10. Kedinger, Daniel. "4 Content Slider Mistakes and How to Fix Them." The Porch, 2017
11. Kedinger, Daniel. "The 5 Principles of Mobile Website Design." The Porch, 2017
12. Kedinger, Daniel. "9 Steps to Planning Website Content." Practical Ecommerce, 2015
13. Kedinger, Daniel. "Make Your Website Mobile-friendly Now; 3 Ways." Practical Ecommerce, 2015
14. Kedinger, Daniel. "Choosing the Right Font for Your Website." Practical Ecommerce, 2015
15. Kedinger, Daniel. "6 Web Design Trends for 2016." Practical Ecommerce, 2016
16. Kedinger, Daniel. "15 Questions to Ask a Web Designer." Practical Ecommerce, 2016
17. Kedinger, Daniel. "How to Build a Small Business Website Using Squarespace." Practical Ecommerce, 2016
18. Kedinger, Daniel. "7 Mistakes to Avoid When Designing Website Forms." Practical Ecommerce, 2016
19. Kedinger, Daniel. "6 Tasty Food Marketing Trends: What You Need to Know." Food Marketing Now, 2019
20. Kedinger, Daniel. "How To Avoid Nine Pitfalls Of Holiday Marketing." Food Marketing Now, 2019
21. Kedinger, Daniel. "7 Site Usability Mistakes You Don't Know You're Making." The Porch, 2017
22. Kedinger, Daniel. "The Website Workaround: Microsites and Landing Pages." The Porch, 2017
23. Kedinger, Daniel. "4 Content Slider Mistakes and How to Fix Them." The Porch, 2017
24. Kedinger, Daniel. "The 5 Principles of Mobile Website Design." The Porch, 2017
25. Kedinger, Daniel. "9 Steps to Planning Website Content." Practical Ecommerce, 2015
26. Kedinger, Daniel. "Make Your Website Mobile-friendly Now; 3 Ways." Practical Ecommerce, 2015
27. Kedinger, Daniel. "Choosing the Right Font for Your Website." Practical Ecommerce, 2015
28. Kedinger, Daniel. "6 Web Design Trends for 2016." Practical Ecommerce, 2016
29. Kedinger, Daniel. "15 Questions to Ask a Web Designer." Practical Ecommerce, 2016
30. Kedinger, Daniel. "How to Build a Small Business Website Using Squarespace." Practical Ecommerce, 2016
31. Kedinger, Daniel. "7 Mistakes to Avoid When Designing Website Forms." Practical Ecommerce, 2016

## **HONORS / AWARDS**

(1) Gold, (2) Silver, The Telly Awards, National, 2019  
(1) Silver, AAAwards, AAF Baton Rouge, 2018  
(2) Gold, (1) Silver, AAAwards, 2018  
(2) Gold, (1) Silver, Davey Awards, National, 2017  
Electronic Producer of the Year, AAF Acadiana, 2017  
(1) Gold, (1) Silver, AAAwards, AAF Baton Rouge, 2017  
(1) Gold, (1) Silver, AAAwards, AAF Acadiana, 2017  
Gold, W3 Awards, National, 2016  
(2) Silver, W3 Awards, National, 2016  
(2) Gold, ADDY Awards, AAF Acadiana, 2016  
(1) Silver, ADDY Awards, AAF Baton Rouge, 2016  
(1) Gold, ADDY Awards, AAF District 7, 2015  
(3) Gold, (2) Silver, ADDY Awards, AAF Baton Rouge, 2015  
(1) Silver, ADDY Awards, AAF District 7, 2015  
(1) Gold, (1) Silver, ADDY Awards, AAF Acadiana, 2015  
(1) Silver, ADDY Awards, AAF Acadiana, 2015  
ABIZ Best Website, Lafayette, 2015  
(1) Gold, The Telly Awards, National, 2000

## **GUEST LECTURES**

“Developing Integrated Marketing Campaigns.” UNIVERSITY OF LOUISIANA AT LAFAYETTE,  
CMCN 330 - Principles of Advertising, Spring 2018

“Interaction Design.” UNIVERSITY OF LOUISIANA AT LAFAYETTE, VIAR 349 - Interactive  
Design, Fall 2015

## **NOTABLE CLIENTS**

Bayou Teche Brewing  
Cajun Country® Rice  
CC's® Coffee House  
Cane River Pecan Company  
Coburn Supply Company  
Cox® Communications  
First Federal Bank  
La Capitol Federal Credit Union  
Lafayette General Medical Center  
Louisiana Economic Development  
Mello Joy® Coffee  
New Orleans School of Cooking  
Savoie's® Foods  
TABASCO® Country Store  
Walk-On's Restaurant

## **MEMBERSHIPS / CERTIFICATIONS**

American Advertising Federation

Hubspot, Inbound Certified

Hubspot, Email Marketing Certified

Google Shopping Ads

Lean UX/UI Certification, Digital Summit