

**Dan Kloeffler**  
(917) 207-6869  
[dkloeffler@gmail.com](mailto:dkloeffler@gmail.com)  
[www.dankloeffler.com](http://www.dankloeffler.com)

## EDUCATION

**2012 – 2014**     **FORDHAM UNIVERSITY, GRADUATE SCHOOL OF BUSINESS**     **New York, NY**  
MBA, Communications and Media Management, GPA 4.0 Honors

**1995 – 1999**     **UNIVERSITY OF NEW HAMPSHIRE**     **Durham, NH**  
BA, Journalism

## EXPERIENCE

**2019 – Present**     **THE SALT STANDARD, LLC**     **New York, NY**  
**Founder**

Hosts, moderates internal and external events for Fortune 500 companies regarding corporate initiatives, announcements and program launches. Conducts media, presentation training sessions for corporate senior executives and creates company-wide communications learning curriculums for associates and partners.

- Generated +\$500k new business leads in 2020
- Moderated PepsiCo town halls, company-wide summits for external partners and suppliers
- Developed and executed media communications plan for Hasbro CEO succession
- Created communications training curriculum with certification requirements for SAP

**2015 – 2019**     **KETCHUM**     **New York, NY**  
**Senior Vice President**

Lead communication strategies for publicly traded companies focused on industry evolution, executive thought leadership, corporate sustainability. Counseled senior executives in delivering company and personal platform narratives. Lead teams of internal, external communication managers; responsible for management of multiple account budgets and cost projections.

- Developed national plan for U.S. Paralympic athletes; +375M earned impressions
- Lead public announcement on \$320M international merger of established U.S. fashion brand
- Launched award-winning anti-tobacco educational initiative; 480M earned impressions
- Created crisis response plan for \$162B international food and beverage corporation

**2010 – 2015**     **ABC NEWS**     **New York, NY**  
**Anchor/Correspondent**

Delivered live, daily newscasts, breaking news events for *Good Morning America*, *Nightline*, *Yahoo! News*, *ABC News Digital*. Lead editorial team on story research, development. Produced, shot, scripted, delivered long-form field reports. Network liaison for partnerships with *Yahoo! News*, *The Washington Post*, *BBC Television*. Conducted in-house presentations, annual conferences for network executives.

- Lead Google collaboration to create first, 50-State *Google Hangout*: 2012 Presidential Election
- Enterprised, produced original series with *Yahoo! News*, averaging 1.2 million monthly views
  - *What If?* – An analytical series answering hypothetical questions
  - *dotWorld* – A profile series about unusual geographic locations
- Produced, scripted, anchored daily financial, markets show with *Yahoo! Finance*
- Field reported national, international headlines
  - 2012, Presidential Election
  - 2013, Papal Conclave
  - 2013, Birth of a British Monarch

**Dan Kloeffler**  
(917) 207-6869  
dkloeffler@gmail.com

- 2006 – 2010**      **MSNBC/NBC NEWS**      **New York, NY**  
**Anchor/Digital Reporter**  
Delivered live, daily newscasts for *Early Today* on NBC, *First Look* on MSNBC. Directed research, scripted, anchored reports for CNBC, MSNBC business segments. Produced, anchored NBC News *Special Reports* on breaking news events. Trained writers on network standards and reporting guidelines. Produced, shot, reported, digital segments for NBC *Nightly News* website, msnbc.com.
- Created instructional protocol for digital reporters shooting, editing, scripting stories
  - Compiled research material for network's first, internal-use online resource tool
  - Field reported/anchored national, international headlines
    - 2008, Lehman Brothers' Bankruptcy
    - 2009, US Airways Emergency Landing in Hudson River
    - 2010, Deepwater Horizon Rig Explosion
- 2003 – 2006**      **WSTM-TV**      **Syracuse, NY**  
**Anchor/Reporter**  
Anchored, copy edited, daily newscasts for Syracuse, NBC News affiliate. Researched, reported lead nightly stories. Field anchored breaking news events.
- Launched, anchored market's first dual newscast WSTQ-UPN
  - Created, hosted weekly community recognition series
  - Expanded daily coverage, assisting editors, live truck operators and videographers
- 1999 – 2003**      **WNDS-TV**      **Derry, NH**  
**Anchor/Host**  
Anchored, copy edited nightly newscasts for independent station serving Massachusetts, New Hampshire, Maine. Hosted weekly business forum with industry experts, elected officials.
- Produced, anchored extensive live coverage of September 11, 2001 terrorist attacks
  - Anchored election coverage of New Hampshire's 2000 Presidential Primary
  - Moderated U.S. Senate debate

**ADDITIONAL**

Edward R. Murrow, "Overall Excellence" - Recipient  
New York Associated Press, "Best Newscast" - Recipient  
Beta Sigma Gamma – Member  
Phi Kappa Phi – Member  
National Gay & Lesbian Chamber of Commerce – Member  
Screen Actors Guild / American Federation of Television & Radio Artists – Member  
Actors' Equity - Member  
University of New Hampshire, College of Liberal Arts Advisory Board- Member  
Achilles International - Volunteer Guide