

DANA LYNN DETRICK

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Multi-passionate entrepreneur combining over 10 years of communications and consulting expertise with extensive writing, content development, project coordination and brand building experience.

A self-starter with success building brand properties from the ground up, and reinvigorating existing brands by creating consistent aesthetic tone and standards.

A gifted talent spotter and storyteller with a passion for style, quality, and authenticity.

EDUCATION

Columbia College, Chicago, IL

Knox College, Chicago, IL

Outward Bound Graduate

PRESS

Personal home featured in Chicago Home + Garden Magazine, 2009

Apartment Therapy Presents: Real Homes, Real People, & 100s of Real Design Solutions, 2008

WRITING

Blog Writer, Real Food Rehab
2009 –2011

Contributing Writer
Chicago Sun Times, Chicago Home + Garden Magazine
2009 – 2010

Contributor
Slow Food Guide to Chicago
Chelsea Green Publishing, 2014

PROFESSIONAL EXPERIENCE

Brand Development & Marketing Consultant, Chicago 2007 – Present

Specializes in brand communications, marketing, and content development for clients including Snyder Diamond (SD) and HEI Hotels and Resorts. Partners with designer to develop concepts for brand vision, naming, narrative, collateral, menus, signage, and internal training and presentations. Key projects include:

- Facilitated the complete rebrand of Snyder Diamond, a 65-year old iconic Los Angeles brand, encompassing new concepts for website, logo, signage, and all marketing communications and events.
- Art directs and creates original copy for all SD advertising.
- Maintains SD brand standards across social media and blog, events, vendor-based marketing projects, and cross promotions.
- Develops and implements branding strategy related to hotel restaurant concepts for HEI, working with high-profile brands including the Westin Philadelphia, Marriot Bellevue, The Equinox Resort & Spa, Le Meridien.
- Compiles concept-driven presentations for HEI's internal marketing purposes, promoting restaurant concepts and catering services to hotel management.
- Conceptualizes restaurant branding and rebranding packages including names, signage, menus, and promotional marketing pieces.
- Creates innovative menu formats to fit the theme of each restaurant.

Founder, Director of Marketing, DETRICK'S LEGACY, Chicago 2010 – 2011

Revitalized an 80-year old family footwear business, creating an innovative online and retail brand by assuming leadership over all marketing, relationship development, and new business responsibilities. Generated a 70% increase in sales within 7 months.

- Led the creation and execution of a new brand extension and marketing plan.
- Leveraged the store's unique history in the liquidation and sale of 4 decades of vintage shoes, creating personalized and tailored customer shopping experiences.
- Designed and created web content and established the brand's first online store through eBay, recognized as a top rated Power seller within the first 4 months.
- Cultivated relationships with international buyers and created a loyal customer base.
- Designed, photographed, and created content for the DL website.
- Served as the primary liaison for media relations, building relationships with GQ, Gilt Groupe, Time Out, and Urban Daddy.

Principal, ASPYRE MEDIA RELATIONS, INC., Chicago 2003 – 2007

Built and operated a boutique public relations firm from the ground-up, specializing in broadcast and editorial publicity and promotion for businesses in the culinary, design, and wellness areas.

- Consulted with clients to determine unique multi-platform brand positioning.
- Developed marketing content for websites, press documents, and releases, and coordinated involvement in special events including the Food & Wine Entertaining Showcase and the Chicago Food and Wine Festival.
- Generated significant press coverage with major media outlets including the New York Times, Food & Wine, Gourmet, O, The Oprah Magazine, Allure, Esquire, Town & Country, Lucky, Wine Spectator, Cooking Light, Redbook, Metropolitan Home, Chicago Tribune, Chicago Sun-Times, Chicago Magazine, and Time Out.
- Served as a liaison to national magazine editors on all media trips to New York.