

# DANA DETRICK

Brooklyn, NY | e: [dana@brooklynresumestudio.com](mailto:dana@brooklynresumestudio.com) | w: [linkedin.com/in/danaleavy](https://www.linkedin.com/in/danaleavy)

## SUMMARY

Marketing graduate with a specialization in digital media and communications, combining agency side, in-house, media, and startup experience.

Blends professionalism, enthusiasm, and creativity to deliver impactful marketing campaigns that drive brand and bottom line growth.

Skilled communicator with experience managing relationships with cross-functional teams, vendors, and high-level decision makers. Recognized as a self-starter with the ability to work with minimal supervision and direction.

## EDUCATION

### BOSTON UNIVERSITY

*BA, Communications & Media Studies*  
*Concentration in Digital & New Media*  
May 2015

*Coursework Includes:* Digital Media and Cyberculture, Social Media Marketing, Marketing Consulting, Consumer Behavior, Integrated Marketing

## SKILLS

Integrated Marketing, Digital & Social Media Strategy, Presenting & Public Speaking, Communications, Writing, Relationship Building

Proficient in Adobe Creative Suite, Keynote, MS Office Suite, Mac/PC OS; Knowledgeable around social media tools and platforms.

## EXPERIENCE

### *Brand Sales Manager*

March 2015 – June 2015

**ASPYRE ACCESSORIES** | New York, NY

Worked with the head designer on digital and social marketing strategy, sales outreach, and administrative projects to drive brand visibility and growth for an emerging accessories brand.

- Conducted and completed research on over 5,000 retail stores to identify potential distribution partners and update regional sales contact lists.
- Recommended improved strategies that resulted in exceeding sales goals.
- Built an integrated social media strategy to drive engagement and revenue.

### *Media & Art Production Intern*

June 2014 – Sept 2014

**DIGITAS HEALTH** | New York, NY

Supported the agency's media planning and art production departments with vendor management, stock photo purchasing, and coordinating modeling talent, photographers, and outside partners for photo shoots. Reported to the VP of Art Buying with emphasis on pharmaceutical accounts.

- Collaborated with fellow interns on teams to design ad campaigns for a series of products, gaining insight into multiple agency functions across creative, account services, strategy, art production, and media planning.
- Pitched campaign ideas to the agency CEO.
- Negotiated stock photo purchases, compiled purchase orders, finalized model forms, and handled accounts payable.
- Developed administrative processes to improve efficiency of the media team in managing a variety of social media platforms.

### *Media Intern*

June 2013 – Sept 2013

**WELLNESS MAGAZINE** | New York, NY

Worked with the publication's integrated marketing department to perform competitive market analysis, and assist the design team in creating cohesively branded sales collateral. Reported to the head of integrated marketing.

- Coordinated logistics for special events and magazine promotions.
- Contributed to strategy meetings to develop social and digital campaigns.
- Collaborated with design team to create innovative branding and logo premiums for client distribution.

### *Social Media Intern*

Aug 2012 – Aug 2013

**COLLEGE LIFE MAGAZINE** | New York, NY

Coordinated original content submissions from writers, tasked with driving online engagement and blog readership via multiple social media channels.

### *Receptionist*

June 2009 – Aug 2011

**WELLESLEY SALON** | Wellesley, MA

Scheduled service appointments and handled sales transactions as the initial client facing contact for a high-end salon.

### *Photography & Design Intern*

June 2009 – Aug 2009

**ASPYRE SOLUTIONS** | Natick, MA

Categorized data sheets and communicated product information to department catalog editor, with responsibility for facilitating product photo shoots and editing imagery for usage on the e-commerce website.