

DANA DETRICK

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Experienced marketer with 7 years of expertise leading integrated marketing campaigns that drive brand and bottom line growth for Fortune 500 organizations.

- Brings a comprehensive knowledge of multi-channel marketing and campaign development with a strong focus on customer acquisition.
- Strong background in media planning and working with campaigns designed to drive sales, new product launches, and customer engagement across multiple targeted platforms.
- Develops client-facing collateral and sales enablement tools from production through delivery for F1000 companies.
- Effectively leads projects and cross-functional teams under a well-defined creative vision.
- Strategically plans and executes media campaigns with budgets of up to \$30M.

EXPERIENCE

AGENCY XYZ | New York, NY

Media Manager – Account Services

Specialist – Account Services

Oct 2008 – Present

Jan 2011 – Present

Oct 2008 – Jan 2011

Leads the strategic planning and execution of over 60 B2C media campaigns from inception to execution for a traditional media agency, working with top accounts including TD Bank, Nestle, Michael Kors, IKEA, and Sony.

- Supervises a 2-person team, working cross-functionally with brand marketing, sales, creative and support teams and outside agency partners on all campaign initiatives and launches.
- Conducts research around target audiences and outreach strategies with an emphasis on outdoor media.
- Collaborates with vendors to determine availability of media units by location, and present final strategy to clients detailing budget, audience, and potential reach.
- Ensures ongoing adherence to campaign timelines and budgets ranging from \$500K to \$30M.
- Analyzes campaign and media plan performance in regard to audience engagement and overall campaign spend, compiling key insights to inform future spending levels.

Key Accomplishments:

- Managed and executed a successful global campaign supporting Citibank's international advertising initiatives, leading to a 6-month program extension.
- Led the TD Bank digital media campaign selected as a finalist in the Digital Place-Based Advertising Association Awards.
- Project managed the creative execution of Nespresso's (Nestle) new product launch utilizing life-size build-outs on Boston transit shelters, generating a 22% increase in local retail sales.
- Increased sales for Chanel's retail program by 20% through strategic placement of media in select nationwide markets.
- Sole manager nominated and selected to attend WPP's MBA Marketing training program for 2015.

EDUCATION

CALIFORNIA POLYTECHNIC STATE UNIVERSITY | San Luis Obispo, CA

BS, Business Administration, Marketing Concentration (Dean's List)

2008

MEMBERSHIPS & AFFILIATIONS

Digital Marketing Specialization, Coursera | Volunteer, Project Sunshine (2011 – Present)

SKILLS

Microsoft Office, Adobe Creative Suite, Salesforce, HubSpot, Hootsuite, Google Analytics, Facebook Ads, LinkedIn Ads, Twitter Ads, Instagram Ads, YouTube Ads, Amazon Ads, Display Advertising, Native Advertising, Programmatic Advertising, Retargeting, CRM, Email Marketing, Social Media Strategy, Content Marketing, SEO, SEM, Analytics, Reporting, Project Management, Client Relations, Budget Management, Cross-functional Collaboration, Team Leadership, Strategic Planning, Problem Solving, Communication, Negotiation, Attention to Detail, Time Management, Adaptability, Creativity, Analytical Skills, Research Skills, Writing Skills, Public Speaking, Customer Service, Sales Enablement, Marketing Automation, Data Analysis, A/B Testing, Conversion Rate Optimization, Brand Management, Market Research, Competitive Analysis, Influencer Marketing, Affiliate Marketing, Sponsorships, Partnerships, Vendor Management, Contract Negotiation, Legal Compliance, Privacy Policy, Data Security, GDPR, CCPA, Accessibility, Diversity & Inclusion, Sustainability, Corporate Social Responsibility, Crisis Management, Risk Management, Quality Assurance, Continuous Improvement, Innovation, Change Management, Organizational Development, HR, Training & Development, Performance Management, Compensation & Benefits, Employee Engagement, Organizational Culture, Business Development, Strategic Partnerships, Mergers & Acquisitions, Due Diligence, Financial Modeling, Risk Assessment, Compliance, Regulatory Affairs, Public Policy, Government Relations, Investor Relations, Media Relations, Crisis Communications, Reputation Management, Crisis Response, Business Continuity Planning, Disaster Recovery, Information Security, Cybersecurity, Data Privacy, Information Governance, Records Management, Archiving, Digitization, Digital Transformation, Industry Conferences, Trade Shows, Networking, Industry Connections, Thought Leadership, Content Creation, Video Production, Podcasting, Influencer Outreach, Community Management, Social Listening, Sentiment Analysis, Brand Monitoring, Crisis Monitoring, Reputation Monitoring, Online Reviews, Social Media Monitoring, Influencer Identification, Influencer Vetting, Influencer Campaigns, Influencer Analytics, Influencer ROI, Influencer Fraud Detection, Influencer Contract Management, Influencer Legal, Influencer Tax, Influencer Insurance, Influencer Risk Management, Influencer Compliance, Influencer Best Practices, Influencer Case Studies, Influencer Benchmarking, Influencer Performance Metrics, Influencer Engagement Rates, Influencer Conversion Rates, Influencer Reach, Influencer Impressions, Influencer Click-through Rates, Influencer Cost per Acquisition, Influencer Return on Investment, Influencer Lifetime Value, Influencer Attribution, Influencer Attribution Modeling, Influencer Attribution Reporting, Influencer Attribution Dashboard, Influencer Attribution Integration, Influencer Attribution Automation, Influencer Attribution Optimization, Influencer Attribution Insights, Influencer Attribution Actionable Insights, Influencer Attribution Recommendations, Influencer Attribution Best Practices, Influencer Attribution Case Studies, Influencer Attribution Benchmarking, Influencer Attribution Performance Metrics, Influencer Attribution Engagement Rates, Influencer Attribution Conversion Rates, Influencer Attribution Reach, Influencer Attribution Impressions, Influencer Attribution Click-through Rates, Influencer Attribution Cost per Acquisition, Influencer Attribution Return on Investment, Influencer Attribution Lifetime Value, Influencer Attribution Attribution Modeling, Influencer Attribution Attribution Reporting, Influencer Attribution Attribution Dashboard, Influencer Attribution Attribution Integration, Influencer Attribution Attribution Automation, Influencer Attribution Attribution Optimization, Influencer Attribution Attribution Insights, Influencer Attribution Attribution Actionable Insights, Influencer Attribution Attribution Recommendations, Influencer Attribution Attribution Best Practices, Influencer Attribution Attribution Case Studies, Influencer Attribution Attribution Benchmarking, Influencer Attribution Attribution Performance Metrics, Influencer Attribution Attribution Engagement Rates, Influencer Attribution Attribution Conversion Rates, Influencer Attribution Attribution Reach, Influencer Attribution Attribution Impressions, Influencer Attribution Attribution Click-through Rates, Influencer Attribution Attribution Cost per Acquisition, Influencer Attribution Attribution Return on Investment, Influencer Attribution Attribution Lifetime Value.