

DIANA PRODAN

DEFINE ♦ CREATE ♦ ENGAGE ♦ MEASURE ♦ REPEAT

CONTACT



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EXPERTISE

- Content Strategy
- Branding
- Audience Development
- Marketing Automation
- Email Marketing
- Social Media
- Paid Acquisition
- Website Management
- Lead Generation

PLATFORMS

- Adobe Creative Suite
- Wordpress
- Hubspot
- MailChimp
- Facebook
- Twitter
- LinkedIn
- Instagram
- Pinterest
- YouTube

EXPERIENCE

CONTENT AND ENGAGEMENT MANAGER

CONVEY/ SEPT. 2017 - PRESENT

- Successfully launched app and gained more than 10,000 users in less than 6 months.
- Created a content and amplification strategy that aligned all messaging across products and platforms and spoke to our audiences to build better relationships with them.
- Developed branding and implemented a comprehensive digital strategy that included organic and paid promotion across channels.
- Drove cost of acquisition down by more than 80% in 6-month period.
- Engaged and listened to customers and used their ideas and opinions to drive marketing and product changes.
- Used analytics and conversations to define audience base and effectively segmented them to be able to better target.

CONTENT MARKETING STRATEGIST

COMMUNICATIONS SPECIALIST

ADVANCE OHIO/APR. 2016 - AUG. 2017

- Created and implemented content marketing strategy that resulted in a 50% increase of web traffic in the first 2 months.
- Managed website and updated with relevant, up-to-date content.
- Increased visual and written content creation for digital platforms and created a plan for prioritizing creation of relevant content to draw in more leads.
- Reduced content development time by streamlining client-facing documents through creation and design of templates for a quicker and easier process.

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ADDITIONAL EXPERIENCE

INTEGRATED MARKETING MANAGER

INBOUND MARKETING MANAGER

BLUE STAR DESIGN/ NOV. 2015 - APR. 2016

- Managed all inbound marketing functions including various clients, cross-functional team members, and budget.
- Developed, implemented and promoted all the best practices in inbound marketing for clients, including copywriting, SEO, blogging, web optimization, and social media.
- Served clients in various industries including marketing, technology/ SAAS, insurance, healthcare, higher education, and manufacturing.
- Created strategies to drive traffic to client websites through organic routes including expert content creation.
- Consistently met client deadlines and kept an editorial calendar to keep everyone on track.
- Continuously met or surpassed set client goals for social media and website, provided clients with monthly reports, and met with clients to set goals for following month.
- Wrote content for the agency and client blogs and social media platforms.

ASSISTANT MANAGER OF MARKETING, LEGISLATIVE AFFAIRS

DEPARTMENT OF PUBLIC UTILITIES/OCT. 2014 - NOV. 2015

DIGITAL MARKETING MANAGER

COMMUNICATIONS ASSISTANT

COMMUNICATIONS AND LEGISLATIVE INTERN

CLEVELAND CITY COUNCIL/NOV. 2006 - OCT. 2014

EDUCATION AND CERTIFICATIONS

B.A. Business Administration
Baldwin Wallace University
May 2007

HubSpot

HubSpot Inbound Marketing

Google Analytics

LANGUAGES

- English ●●●●●●●●●●
- Ukrainian ●●●●●●●●●●
- Russian ●●●●●●●●●●
- Spanish ●●●●●●●●●●

INTERESTS

Exploring Cleveland

Creative Writing

Reading

Traveling

Dance

Spending time with my Dog