

DIANA PRODAN

DEFINE ♦ CREATE ♦ ENGAGE ♦ MEASURE ♦ REPEAT

CONTACT



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EXPERTISE

- Authentic Storytelling & Value-Driven Messaging
- Audience Development & Targeting
- Branding & Positioning
- Go-To-Market & Strategic Planning
- Content Strategy & Asset Creation
- Customer/Market Research
- Lead Generation
- Social Media Strategy & Community Engagement
- Paid Acquisition
- Digital Marketing/Strategy
- Sprint Planning & Iteration
- Analytics & Measurement

EXPERIENCE

PRODUCT MARKETING MANAGER / JUL. 2021 - Present TEXTEXPANDER

Messaging, Branding & Value Proposition

- Initiated a voice-of-the-customer mindset and developed strategic narrative representing potential customers during their path to purchase and into their customer journey.
- Use market and competitive research to create value-based messaging to position TextExpander as a thought leader in the industry and align messaging across product and channels.

Customer Insights and Sales Enablement

- Key liaison between product, engineering, sales, support, and marketing.
- Discover customer pain points and life cycle and collaborate with product team to find TextExpander's place in the market.
- Work cross-functionally to define and deliver high-quality assets for customer-facing teams to enable sales and educate customers.

Go-To-Market Activities

- Establish, oversee, measure, and iterate comprehensive go-to-market strategies to retain and grow customer base.
- Translate complex product information into easy-to-digest and impactful marketing assets that speak to target audiences.

CONTENT & ENGAGEMENT MANAGER / APR. 2020 - JUL. 2021 TEXTEXPANDER

- Created and implemented growth strategies for four key areas of marketing: blog/website, social media channels, email marketing and automation, and paid advertising channels.
- Drove growth through integrated, data-driven marketing and lead gen campaigns that continue to increase sales pipeline and revenue.
- Increased total organic presence by more than 2000% and blog traffic by 20k visitors YOY.
- Increased blog conversion rate by 9.8% YOY, resulting in an average of 200 conversions per month.

MARKETING CONSULTANT

SELF-EMPLOYED / AUG. 2019 - APR. 2020

- Built content and amplification strategies to align messaging and disseminate across various owned, earned, and paid media channels.
- Ran a \$40,000/month Facebook campaign, optimizing targeting and messaging to improve CTR to 8.5% and a conversion rate of 5.1%.
- Ran a \$2000/month Facebook/Instagram campaign that resulted in 11,525 clicks and 2.3% engagement rate over a 2 month period.

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ADDITIONAL EXPERIENCE

CONTENT AND ENGAGEMENT MANAGER

CONVEY / SEPT. 2017 - AUG. 2019

- Successfully launched app and gained more than 10,000 users in less than 6 months while driving cost of acquisition down by 80%.
- Developed branding and implemented a comprehensive digital strategy that included organic and paid promotion across channels.
- Created a content and amplification strategy that aligned messaging across products and platforms and spoke to audiences to build better relationships with them.
- Managed creation of all content, including written, visual, and video.
- Engaged and listened to customers and used their ideas to drive marketing and product changes and to develop the organization's story.

CONTENT MARKETING STRATEGIST / JAN. 2017 - AUG. 2017

COMMUNICATIONS SPECIALIST / APR. 2016 - JAN. 2017

ADVANCE OHIO

- Managed team that 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 lead generation.
- Reduced content development time by streamlining client-facing documents for a quicker and easier process.

INTEGRATED MARKETING MANAGER / JAN. 2016 - APR. 2016

INBOUND MARKETING MANAGER / NOV. 2015 - JAN. 2016

BLUE STAR DESIGN

- Managed all inbound marketing functions including five cross-functional team members and strategies/budgets for 10 clients.
- Developed and implemented best practices in inbound marketing including content, SEO, blogging, website, and social media.
- Researched and analyzed markets and competition for every client to align strategies with current trends.

ASSISTANT MANAGER OF MARKETING, LEGISLATIVE AFFAIRS

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

DIGITAL MARKETING MANAGER/COMMUNICATIONS ASSISTANT

CLEVELAND CITY COUNCIL / NOV. 2006 - OCT. 2014

EDUCATION AND CERTIFICATIONS

B.A. Business Administration
Baldwin Wallace University
May 2007

M.A. Business Administration
Western Governors University
January 2022

HubSpot Content Marketing
Moz SEO Essentials
Google Analytics

LANGUAGES

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

PLATFORMS

- Wordpress
- Miro
- Adobe InDesign/Photoshop
- Hootsuite/Buffer
- Hubspot
- MOZ/SEMrush
- Facebook
- LinkedIn
- Instagram
- Google Analytics
- TextExpander