

DIANA PRODAN

DEFINE ♦ CREATE ♦ ENGAGE ♦ MEASURE ♦ REPEAT

CONTACT



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EXPERTISE

- Social Media Strategy
- Storytelling/Content Creation
- Community Building & Engagement
- Social Listening
- Paid Acquisition
- Customer/Market Research
- Digital Marketing/Strategy
- Audience Development & Targeting
- Strategic Planning
- Lead Generation
- Analytics
- Brand Development

EXPERIENCE

CONTENT MARKETING MANAGER

SMILE SOFTWARE / APR. 2020 - Present

- Created and implemented growth strategies for four key areas of marketing including blog and content creation, ten social media channels, email marketing and automation, and paid channels.
- Working to position quickly-growing SaaS brands TextExpander and PDFpen as thought leaders in their respective industries.
- Driving company growth through integrated, data-driven marketing and lead generation campaigns that are generating growth in sales pipeline and revenue.

MARKETING CONSULTANT

SELF-EMPLOYED / AUG. 2019 - APR. 2020

- Built content and amplification strategies to align messaging across platforms and disseminate message 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.

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 by 80% over that same 6 month period.
- Developed branding and implemented a comprehensive digital strategy that included organic and paid promotion across channels.
- Created a content and amplification strategy that aligned all 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.
- Defined and disseminated the organization's story and aligned it across all tactics and channels including website, social media, video, product, and email.
- 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.

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ADDITIONAL EXPERIENCE

CONTENT MARKETING STRATEGIST/MANAGER COMMUNICATIONS SPECIALIST

ADVANCE OHIO / APR. 2016 - AUG. 2017

- Managed team of 4 that created and implemented content marketing strategy that resulted in a 50% increase of web traffic in the first 2 months.
- Developed overall strategies and implemented campaigns across channels for vertical focused business partners, including health-care, manufacturing, technology/SAAS, and higher education.
- 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 INBOUND MARKETING MANAGER

BLUE STAR DESIGN / NOV. 2015 - APR. 2016

- 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.
- 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.
- Researched and analyzed markets and competition for every client to align strategies with current trends.
- 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.

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 ●●●●●●●●●●

PLATFORMS

- Adobe InDesign/Photoshop
- Hootsuite/Buffer/Sprout Social
- Hubspot
- BuzzSumo
- SEMrush
- Facebook
- LinkedIn
- Instagram
- Google Analytics