




# DANIELLE BASTIAN

 danielle.joy.bastian@gmail.com

 8016964448

 Austin, TX 78734

 <https://www.daniellebastian.com/>

## PROFESSIONAL SUMMARY

Industrious Operations and Marketing Director offering 10+ years of experience along with a decisive and hardworking approach. Talented for devising creative strategies.

Demonstrated knowledge of business, leadership, design, copywriting and project management.

## SKILLS

- Business Management
- Leadership
- Paid and Organic Digital Marketing
- SEO
- Brand Voice
- Microsoft Office
- Copywriting
- Vendor Coordination
- Content and Style Updating
- Inbound Marketing

## EDUCATION

### University of Utah

Salt Lake City, UT • 05/2017

### *Bachelor of Arts:*

Communications

- Dean's List Fall 2015, Spring and Fall 2016, and Spring 2017
- Parry & Margaret Sorensen Scholarship Recipient

## WORK HISTORY

### Reliant Plumbing - Operations Director

*Austin, TX • 04/2024 - Current*

- Developed strategic plans for business growth, enabling the company to expand its market share and increase revenue.
- Led, supervised and provided strategic direction for workforce of more than 80 employees.
- Managed financial resources with a focus on cost control, leading to over \$300,000 in savings without compromising service quality.
- Recruited and hired top talent by selecting qualified individuals to maximize profitability while building the internal Finance, HR, Operations, Marketing, and Warehouse teams.
- Managed budgets with accuracy, consistently staying within allocated funds without sacrificing operational goals or objectives.
- Led cross-functional teams to successfully execute complex projects on time and within budget constraints.

### PBS Utah - Marketing Project Manager

*02/2023 - 04/2024*

- Evaluated the success of various marketing initiatives through KPI tracking and analysis; made data-driven

- 3.877 GPA

## **Utah Valley University**

Orem, UT • 05/2015

### ***Associate of Science:*** General Studies

- Dean's Merit Scholarship Recipient

recommendations for continuous improvement.

- Managed cross-functional teams to ensure seamless collaboration and efficient project execution.
- Oversaw consistent brand messaging across all channels, reinforcing company identity and values.
- Optimized website content for improved search engine rankings and increased organic traffic.
- Streamlined project management processes for improved efficiency and timely completion of tasks.
- Designed eye-catching promotional materials that captured audience attention and communicated key messages succinctly.

### **Central Content Pro - Vice President and Editor in Chief**

*01/2021 - 04/2024*

- Oversaw, trained and developed writers and associates, assistants and junior editors to optimize production and quality of work.
- Maintained client relations through account and project management.
- Collaborated with writers and graphic designers to develop content schedules and plan workflows.
- Edited articles for grammar, spelling, punctuation, syntax, accuracy and compliance with quality standards.

### **RELLO Agency - Content Marketing Specialist**

*08/2022 - 01/2023*

- Developed and maintained social media pages including writing copy for posts and scripts for videos.
- Created on-brand, best-in-class content, tailored to appropriate customers and built acquisition and adoption campaigns for prospects and customers.
- Maintained content marketing calendar to schedule creation and delivery deadlines.
- Designed sales presentations and materials, as well as search ad graphics.
- Wrote blog copy, newsletters, webpages, and digital ads.

### **Anton Jae - Communications and Marketing Director**

*01/2014 - 08/2022*

- Oversaw website development and social media platforms increasing web traffic by 400% in the first year, and social media engagement by 80% YOY.

- Maintained communication and relationships with clients and vendors.
- Managed social media, video, and graphic design teams.
- Developed, organized, and maintained company file structure and database.
- Contributed to significant policy and corporate culture updates by writing internal manuals and memoranda.
- Managed the development, creation, and implementation of a digital business course including the design, video production, and building the course structure.