

DANIELLE BASTIAN

CONTACT



Austin, TX 78732



8016964448



danielle.joy.bastian@gmail.com



daniellebastian.com

SKILLS

- Paid and Organic Digital Marketing
- SEO
- Brand Voice
- Copywriting
- Keyword research
- Content strategy development
- Multimedia content production
- Google Analytics
- Google Ads
- Graphic design

Industrious marketing professional offering 10+ years of experience along with a decisive and hardworking approach. Talent for devising creative strategies. Demonstrated knowledge of leadership, marketing, design, copywriting, and project management.

WORK HISTORY

April 2024 - Current

Marketing & Content Coordinator *Reliant Plumbing*, Austin, TX

- Lead and collaborated with marketing and teams to develop and plan site content, layout, and style in complete website overhaul.
- Collaborated with cross-functional teams to align content initiatives with overall business goals.
- Developed and executed comprehensive content marketing strategies to enhance brand visibility and engagement.
- Created, reviewed, and edited website content leading to a 166% increase in monthly average organic traffic, and 150% increase in pages ranked 1-3 on organic search results.
- Managed content schedule, creation, and distribution to online channels and social media platforms.
- Conducted regular content audits to identify gaps and redundancies of content.

February 2023 - April 2024

Marketing Project Manager *PBS Utah*

- 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.

January 2021 - April 2024

Vice President and Editor in Chief *Central Content Pro*

- 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.

August 2022 - January 2023

Content Marketing Specialist *RELLO Agency*

- 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.
- Wrote blog copy, newsletters, webpages, and digital ads.

January 2014 - August 2022

Communications and Marketing Director *Anton Jae*

- 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.

EDUCATION

May 2017

Bachelor of Arts Communications

University of Utah, Salt Lake City, UT

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