

DANIELLE BASTIAN

CONTACT



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daniellebastian.com

SKILLS

- Business Management
- Leadership
- Standard Operating Procedures
- Paid and Organic Digital Marketing
- Staff Management
- SEO
- Brand Voice
- Copywriting
- Vendor Coordination
- Content and Style Updating
- Full Lifecycle Marketing

Industrious Operations and Marketing Director offering 8+ years of experience along with a decisive and hardworking approach. Talent for devising creative strategies. Demonstrated knowledge of business, leadership, marketing, design, copywriting, and project management.

WORK HISTORY

October 2024 - Current

Operations Director *Reliant Plumbing*, Austin, TX

- Led, supervised and provided strategic direction for workforce of more than 100 employees.
- Managed financial resources with a focus on cost control, leading to over \$600,000 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.
- Managed the Marketing team in all branding and digital marketing directives enabling the company to expand its market share and increase revenue.

April 2024 - October 2024

Content Marketing Manager *Reliant Plumbing*, Austin, TX

- Created, reviewed and edited content flowing to website.
- Lead and collaborated with marketing and teams to develop and plan site content, layout, and style in complete website overhaul.
- Managed content 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*

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

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 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.

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

May 2015

Associate of Science General Studies

Utah Valley University, Orem, UT

- Dean's Merit Scholarship Recipient