

DANIELA BENAVIDES-GARCIA

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Transforms brand identity, creates compelling content, builds a strong social media presence, and drives double-digit growth in audience engagement.

Marketing & Communications | Marketing Strategy Creation | Content Development | SEO | Digital Storytelling | Copywriting

- **Content Marketing Creation:** Improved lead generation for Tricentis products for up to 40%. Generated high performing webinars with attendance that led to lead to more leads. Improved lead generation up to 60% at EasyPost, wrote high quality content that drove traffic to the site. Helped with the rebrand of the site by suggesting branding improvements and updating the navigation bar with high compelling content.
- **Marketing Campaign Execution:** Improved product sales by 75% at *Grupo Nachos Cotorritos* by planning, promoting, and executing a Halloween-themed event; created discount packages; organized contests to drive customer engagement.
- **Website Optimization:** Contributed towards boosting website engagement by 200% and reduced the bounce rate by 69% at *Owens Corning* by assisting with website optimization and suggesting blog development; analyzed Google Analytics insights.
- **KPI Target Achievement:** Exceeded the quarterly targets for LinkedIn engagement by 50% at *Lernit*, contributing to the generation of 200+ qualified leads, by developing captivating content and product videos.

Brand Image Amplification
Cross-Functional Project Execution
Brand Presence Auditing

Social Media Marketing (SMM)
Qualitative & Quantitative research
Branding Material Creation

Spanish Fluency
Content Management System
Audience Engagement

PROFESSIONAL EXPERIENCE

Sr. Content Marketing Manager, Tricentis

04/2023- Present

- **Content Strategy Development:** Developed and implemented a cohesive content marketing strategy for enterprise products, effectively supporting Tricentis' marketing objectives and sales goals.
- **High-Quality Content Creation:** Produced engaging content across various channels, including white papers, case studies, webinars, blog posts, and social media, focusing on the unique features of Neoload, Data Integrity, and Oracle solutions.
- **Thought Leadership Positioning:** Established Tricentis as an industry authority by generating insightful content that addresses key trends, challenges, and opportunities in the tech landscape.
- **Editorial Calendar Management:** Maintained an organized editorial calendar, ensuring consistent content production and timely distribution, optimized for audience engagement.
- **SEO Optimization:** Collaborated with digital marketing teams to enhance content visibility through SEO best practices, driving organic traffic and improving website performance.
- **Content Distribution Strategies:** Implemented strategic outreach campaigns, including social media and email marketing, to maximize content reach and generate leads.
- **Performance Tracking & Analysis:** Analyzed content effectiveness through metrics and KPIs using Salesforce, and data-driven insights to refine future content strategies.
- **Cross-Functional Leadership:** Collaborated with sales, product, and go-to-market teams to ensure alignment with business objectives and enhance overall marketing impact.

Content Marketing Manager, EasyPost

10/2021-12/22

Helped shaped the marketing team as well as content needs, created a content calendar from scratch with a clear roadmap towards yearly goals. Monitored the content marketing's team's KPIs all in preparation for IPO. Created innovative content to fuel lead generation and bringing more clients to the company.

- Produce high-quality articles, white papers, blogs, press releases, email marketing messages, case studies, presentation content, survey reports and web copy driving lead generation up 60%.
- Serve as an exemplary writer, consistent with our company's tone and mission.
- Worked alongside UPS, USPS and FedEx teams to create collateral highlighting the partnerships and deals.
- Edit content produced by content team and product team including conceptualizing the projects upfront, assigning projects and overseeing development and copy-editing prior to publishing.
- Build and maintain editorial calendar and written guidelines.
- Stay up-to-date with the latest industry trends and customer challenges in order to build a more effective editorial calendar.
- Work closely with senior leaders, marketing teammates, and other departments to create effective communications strategies that articulate our product's core benefits properly and consistently.
- Interact with content specialists, graphic designers and internal team members to create and review all content & ensure consistent message.
- Push the business to adopt better content creation practices through frequent testing of new content formats and distribution channels, including championing the increased use of data visualization.
- Management of all creative resources including designers, writers, and other agency personnel.

Inbound Content Marketing Manager, Lernit

01/2020 – 10/2021

Revitalized brand image and generated qualified leads by creating inbound marketing strategies for a B2B SaaS company; managed official YouTube, LinkedIn, Instagram, and Facebook accounts; lead a team of 4. Created innovative on- and off-site content and product videos by using storytelling and creative content development strategies. Monitored team KPIs, such as productivity, by using Ally and ClickUp. Networked with senior management of potential enterprise clients

- Increased YouTube channel subscribers organically by 20x and boosted community engagement by optimizing channel content according to SEO best practices; implemented best-in-class subscriber engagement techniques based on an SEO guide.
- Contributed towards increasing the customer base by 150%, despite the global pandemic, by creating a customer-centric social media campaign; developed campaign content; shared promotional material with the leads.
- Established brand presence and gained media exposure by collaborating with global media companies, such as Forbes.
- Strengthened brand positioning and improved the generation of qualified leads by revamping and unifying brand messaging across our company's social media accounts; acquired the "featured" tag for all the social media accounts.
- Engaged potential customers and channel viewers by creating an upbeat corporate video; leveraged competitive analysis.
- Maintained content quality and streamlined the content uploading process on social media channels by implementing media calendars across all platforms; generated and analyzed week-by-week engagement insights.
- Pitching and writing user-generated content across all social media platforms gaining 60% more engagement.

Marketing Communications Manager, Grupo Nachos Cotorritos

01/2019 – 01/2020

Maintained a positive brand identity by overseeing social media marketing and managing PR for 8 company branches; created promotional content for our company's entire chain; managed marketing budget and calendar; monitored the marketing team's KPIs. Organized seasonal marketing campaigns, promotional events, and collaborations with industry influencers. Assisted the marketing director in securing deals with cost-effective wholesale partners; participated in negotiations; built partner relationships.

- Increased customer inflow by ~88% by organizing a local celebrity event; promoted the event through social media platforms.
- Boosted social media followers by 2x and improved consistency of the brand design by optimizing channels according to SMM best practices; scheduled post updates; organized online contests and raffles.
- Facilitated the penetration of a new market by revamping the brand image; created promotional material; approved designs.
- Contributed towards product improvement by utilizing insights from market trend research, competitive analysis, and customer feedback; suggested improvements to the senior management.
- Enhanced brand identity as well as customer traffic and engagement by supporting influencer and affiliate marketing campaigns; collaborated with bloggers and influencers.

Community Manager (Contract), Premier Ads

01/2018 – 11/2018

Oversaw social media marketing, digital content development, and customer service for partners. Increased partners' brand awareness by organizing promotional campaigns; coordinated with marketing, PR, and communication teams.

- Amplified sales by 15% for a local furniture store by planning and executing a Mother's Day promotional campaign; implemented channel-specific storytelling strategies to create promotional materials and social media content.
- Built sustainable relationships with customers by seamlessly resolving their complaints; monitored and reported online reviews; negotiated on customers' behalf to secure value-added deals.

Marketing Communications Assistant, Owens Corning

09/2016 – 09/2018

Managed company website and social media marketing; created on-site content according to SEO best practices. Responded to customers' queries on the website and redirected them to the distributors to ensure prompt issue resolution. Collaborated with a paid acquisition specialist to create targeted promotional campaigns. Evaluated campaign success by studying KPIs.

EDUCATION

Bachelors in International Marketing, Universidad de Monterrey	2018
Writing using Associated Press Style, University of Pennsylvania	2020
Instagram Marketing 2020: Complete guide to Instagram Growth, Udemy	2020
Viral Marketing and How to Craft Contagious Content, University of Pennsylvania	2020
Facebook Certified Media Buying	2021- In Progress
The Strategy of Content Marketing, University of California Davis	2021

ADDITIONAL INFORMATION

- **Technical Proficiency:** Google Analytics, Adobe Creative Suite (Photoshop, InDesign, & Illustrator), SPSS, MAXQDA, Google Ads, Mailchimp, Webflow, Ally, Clickup, Discord, Slack, Asana, Salesforce
- **Bio:** Hobbies include fashion, music, travel, gym and reading.
- **Languages:** Native Spanish, Native English and Beginner French
- **U.S Citizen** born in California.

References available upon request