

Marie A. Daland

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mariedaland.com | linkedin.com/in/mariedaland

QUALIFICATIONS SUMMARY

- ✓ Strong written & verbal communication skills, including proofreading and editing
- ✓ Strict adherence to APA writing style, SEO and U/X navigation best practices
- ✓ Collaborative & team-oriented personality with the ability to build effective relationships

COPYWRITER/CONTENT EDITOR
SEO, SEM, PPC

CONTENT & BRAND STRATEGY
SOCIAL MEDIA

WEB & MOBILE UX
DIGITAL & DISPLAY

CORPORATE WORK HISTORY

11/2017 – Present; Web Content Strategy Copywriter/Editor, Intuit (Contract)

- Write U/X copy & conceptualize design for site landing pages, marketing emails & presentations
- Write, develop & present hypothesis & basis for A/B testing and dry testing
- Serve as content expert for multiple SCRUM teams to achieve long & short-term goals
- Collaborate with U/X design, research, web developers, project managers & stakeholders
- Participate in consumer research & lab (UAT) to improve UX, UI and multiple brand strategies

1/2016 – 11/2017; Marketing Manager, ARCTIC ZERO, Inc.

- Served as copywriter/editor of digital marketing content (social media, blog articles, site copy, digital display & paid search, email marketing, product packaging & printed collateral)
- Ideated & managed content strategy/calendar for site, social media & blog articles
- Managed & implemented digital marketing initiatives (SEO, SEM, Paid Search & Analytics)
- Served as CMS/site administrator & site content producer
- Served as CRM administrator & led initial integration & internal training
- Managed social media team & brand partnerships with brand collaborations

2/2014 – 12/2015; Sr. Marketing Consultant, LPL Financial

- Served as copywriter, proofer & editor for web, email & printed collateral
- Served as content manager & CMS/site administrator (main site & external microsites)
- Conceptualized, wrote & implemented website copy (SEO/UX) & paid social media ads
- Managed submissions of all collateral through Marketing Regulatory Review (MRR) to ensure overall adherence to legal & industry compliance (FINRA, SiPC)
- Managed UAT for branding, messaging, positive UX & user-friendly UI (site & mobile app)
- Conducted demos/trainings for internal & external parties (advisors, vendor partners)
- Managed content calendar for site content and digital marketing campaigns

9/2013 – 2/2014; Web Content Strategy Copywriter/Editor, Intuit (Contract)

- Wrote SEO/UX copy landing pages, in-product pages, marketing emails & presentations
- Translated business needs into clear, engaging actionable copy for A/B tests
- Worked collaboratively in SCRUM/Agile environment to achieve long & short-term goals
- Participated in consumer research & lab (UAT) to improve UX, UI and brand strategy

11/2010 – 7/2013; Petco Animal Supplies, Inc. (2 positions held)

4/2012 – 7/2013; Sr. Copywriter, Private Brand

- Wrote product & brand-specific copy for packaging, sale programs, ads & store signage
- Wrote & designed product information sheets for use by internal staff
- Developed & managed process for trafficking project proofs among several teams
- Managed compliance & product registration submissions for legal & regulatory review

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- Developed & implemented brand voice for new products/programs
- Collaborated with different departments to overall story/tonality for campaigns
- Researched industry trends on overall consumer behavior & related products

11/2010 – 4/2012; SEO Copywriter, e-Commerce

- Wrote SEO copy (category & product level) for e-commerce site pages
- Conducted keyword research & implemented SEO strategy to increase organic site traffic
- Wrote engaging web content to support merchandising & marketing initiatives

6/2007 – 6/2008; Marketing Programs Coordinator, Covario, Inc.

- Served as copywriter for web & print collateral, press releases/alerts & webinar scripts
- Managed email marketing strategy (messaging & design)
- Managed & facilitated monthly webinars (to generate & qualify leads)
- Served as CRM administrator & lead implementation/migration from Salesforce to OracleCRM
- Managed industry, marketing & PR events (logistics, budget & materials)

11/2006 – 5/2007; Sr. Marketing Coordinator, Super-Krete International, Inc.

- Served as copywriter for website pages & email marketing collateral
- Wrote copy & designed layout for ads, flyers, brochures and other printed collateral
- Wrote copy, designed (template) & implemented product data sheet program
- Served as CRM Administrator & managed implementation & training

1/2006 – 8/2006; Marketing Coordinator, Emerald Connect

- Served as copywriter & assisted in design for printed marketing collateral
- Managed & facilitated marketing campaigns, marketing events & lead-generating webinars
- Established & maintained relationships with corporate partners (Broker Dealers)

ACADEMIC WORK HISTORY

7/2014 – 10/2014; Adjunct Faculty Instructor, Art Institute of California- San Diego

- Course taught: ADVA304, Writing for Interactive Media (Web Copywriting/Content Production)

1/2011 – 12/2013; Adjunct Faculty Instructor, San Diego Mesa College & San Diego Miramar College

- Courses taught: COMS103, Oral Communication; COMS180, Intercultural Communication

1/2009 – 5/2010; Graduate Teaching Associate, Instructor, San Diego State University

- Course taught: COM103, Oral Communication

ACADEMIC HISTORY

San Diego State University

- 2010 – Master of Arts, Communication
- 2003 – Bachelor of Arts, Mass Communication (*Emphasis in Advertising*)

SOFTWARE EXPERIENCE (fluency in Apple Macintosh iOS/ Windows OS)

- Microsoft Office Suite | Word, Excel, PowerPoint, Outlook, Access
- Creative | InDesign, Photoshop, Illustrator, Dreamweaver, Sketch
- CMS | Drupal, UMBRACO, Adobe CQ5, Wordpress
- CRM | Salesforce, Infusionsoft, OracleCRM, Act!, Goldmine, Sugar
- Email Marketing | Eloqua, Constant Contact, Vertical Response, MailChimp, Exact Target
- Project & Collaboration | Zeplin, Trello, Rally, JIRA, Asana
- Academic Class Management Software | Blackboard, eCompanion