

Deanna Quinones

Copywriter / Content Strategist

Versatile marketing professional with extensive background in digital and traditional content creation, project management, and audience engagement. Proven ability to work within teams and multi-task projects under strict deadlines. Valued for fast, effective results.

PROFESSIONAL EXPERIENCE



DOWC – Ringwood, NJ

August 2020 - Present

Automotive finance and insurance provider

Marketing Communications Manager

- Plan and execute marketing content solutions for multiple B2C, B2B, and B2B2C source companies in the automotive aftermarket industry.
- Contribute to 300+ marketing-driven, cross-functional, internal & external initiatives annually.
- Craft a wide range of polished print and digital content to build brand awareness, engagement, and customer loyalty.



Tronex International, Inc. – Mt. Olive, NJ

July 2017 - August 2020

Global manufacturer of personal protective equipment

Marketing Communications Manager

- Developed content for a range of product literature and sales collateral to drive brand awareness and positively impact company's financial goals.
- Redefined and optimized sell-in and sell-through efforts across healthcare, hospitality, and food service verticals.



LexisNexis Martindale-Hubbell – Berkeley Heights, NJ

April 2012 - May 2013

Legal marketing company

Senior Web Content Strategist

- Conceptualized and wrote custom SEO-optimized legal websites.
- Strategized with project managers, designers, and SEO specialists to set content and design objectives for maximum client satisfaction and ROI.
- Named leader in first-time approvals three consecutive months as a new hire.

Independent Contractor – Morristown, NJ / Copywriter

May 2006 - Jul 2017

Short Stories Bookshop – Madison, NJ / Sr. Manager

Nov 2014 - Mar 2017

Papyrus – San Francisco, CA / Editorial Manager

Mar 1998 - Apr 2006

HarperCollins Publishers – SF, CA / Marketing Assoc.

Mar 1991 - May 1995

CONTACT

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AREAS OF EXPERTISE

- Multi-channel content creation
- Social media marketing
- Email marketing
- SEO / SEM
- Editing
- Proofreading
- Website maintenance
- CMS tools
- Marketing automation platforms
- Microsoft PowerPoint, Excel, Word, Outlook

EDUCATION

University of California, Santa Cruz

BA, Honors, English and American Literature

University of New Hampshire

Undergraduate studies in Communications

COMMUNITY ENRICHMENT

Board of Directors & Marketing

Committee Co-Chair of the Morristown

Festival of Books, 2014 - Present

Trustee of the Morristown & Morris

Township Library, 2018 - Present