

Danielle Dungan

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SUMMARY

Digital marketing and public relations professional with a strong background in social media strategy, content creation, and brand storytelling. Adept at managing multi-channel campaigns, fostering media relationships, and executing initiatives that drive engagement and strengthen organizational presence. Combines creativity with analytics to deliver measurable impact.

SKILLS

- PR/Media outreach
- PR strategy development
- Crisis communication
- Written and verbal communication
- Data analytics
- Email marketing
- Social media management
- Brand storytelling

EXPERIENCE

Digital Marketing Specialist, Miller Electric Mfg Co., June 2023-Current
Appleton, Wisconsin

- Manage and create content across multiple brand social media channels, maintaining a consistent voice and message for a combined audience of 1M+.
- Led social media campaigns for **FABTECH** and **SEMA**, increasing engagement by 6% year-over-year and amplifying brand visibility across industry audiences.
- Developed the creative concept and rollout plan for **National Welding Month (NWM)**, resulting in a 4% boost in post engagement and high community participation.
- Collaborate on email marketing campaigns — writing and designing content that reaches 100K+ subscribers and supports lead generation.
- Contribute to the ongoing **website redesign**, organizing and optimizing content for improved accessibility and search performance.
- Monitor and respond to audience engagement across social platforms, ensuring timely and professional brand interactions.
- Partner with cross-functional teams to align PR, digital, and creative strategies for cohesive storytelling and measurable results.

Team Lead, Home Depot, March 2016-Current
Green Bay

- Lead and mentor team members during shifts, ensuring smooth operations and strong customer service.
- Provide hands-on support to customers with product questions, purchases, and project guidance.

- Train and assist staff as needed, bridging the gap between management and part-time associates.
- Maintain merchandising, inventory, and safety standards for efficient daily operations.
- Previously served as a full-time Supervisor, managing team operations and supporting staff development

Public Relations Specialist, BayCare Clinic, August 2021-June 2023

Green Bay, WI

- Successfully pitched stories to numerous news outlets, increasing positive media attention by 15 percent while also maintaining relationships with reporters and news outlets in northeastern Wisconsin
- Wrote blogs, news articles, press releases and social media posts to increase BayCare Clinic's media relations
- Served as a backup to the social media specialist, ensuring that all social media platforms were regularly updated with timely and relevant content
- Utilized Sprout Social to manage social media platforms on a weekly basis
- Created Reels/TikToks for social media platforms that received a combined total of over 5,000 views
- Generated material in productive collaboration with the marketing team to promote BayCare Clinic
- Managed relationships with local government entities for BayCare Clinic's annual century bike ride, resulting in a successful and safe event.
- Advised on BayCare Clinic's "Best of BayCare" awards program to recognize 30+ team members for their exemplary performance, boosting employee morale by 70 percent

EDUCATION AND TRAINING

Bachelor of Science

Public Relations, University of Wisconsin Oshkosh, Oshkosh, WI

- Major: Journalism
- Minor: Music & Music Business