

# Dana DeLuca

Flemington, NJ 08822. (908) 256-2840

[danad99@hotmail.com](mailto:danad99@hotmail.com)

[Portfolio](#)

## RELEVANT EXPERIENCE

### **Brand Storytelling Strategist**

*August 2023 - Present*

*NetElixir - Princeton, NJ*

- Leverage consumer and competitor brand analysis to craft targeted copy that resonates with specific audience cohorts and aligns with brand goals.
- Design creative strategy briefs to ensure impactful, consistent messaging across all touchpoints, strengthening cross-channel creative strategy.
- Develop performance-driven content for digital + print platforms, including product pages, landing pages, blog content, social media posts, email campaigns, and Google ads.
- Create and manage promotional calendars, aligning campaigns with market trends and insights to maximize engagement and drive growth.
- Collaborate with cross-functional teams to develop and present strategic communication concepts to clients, ensuring business goal alignment and contributing to a 20% increase in new client acquisition.

*Clients: FAO Schwarz, amika, Adam & Eve, Eva NYC, Newton Baby, Sidney Garber*

### **Copywriter**

*July 2021 - August 2023*

*NetElixir - Princeton, NJ*

- Spearheaded copywriting and editing for 75+ clients encompassing Paid Search ads, Paid Social ads, SEO on-page content, etc.
- Oversaw and created content that contributed to a 147%+ increase in unique page views, blogs ranked in the top 3 positions on Google, and a 20% increase in page value.
- Drafted, formatted, and published blog posts informed by current trends and SEO keyword research
- Conducted A/B testing to optimize web traffic ROI.

### **Digital Marketing Intern**

*May 2021 - July 2021*

*NetElixir - Princeton, NJ*

- Learned each Digital Marketing demand generation channel and the tools for client delight.
- Followed the client journey from the sales process, to onboarding, through ongoing account management.
- Gained hands-on experience working with retail e-commerce clients, products, and services.

## EDUCATION

### **The College Of New Jersey**

*Bachelor of Arts in Communications, Minors in Marketing and Management*

- Dean's List, USTFCCA All-Academic Honors
- NCAA Division III Track and Field, Team Captain

## CORE COMPETENCIES

- Full-Cycle Project Management
- Brand Voice Development
- SEO & SEM Best Practices
- Copywriting and Editing
- Workflow Optimization & AI Augmentation