

Dana DeLuca

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Brand Strategist & Copywriter

Creative Strategist & Copywriter with 4 years of experience in writing for DTC and B2B companies across various industries. I specialize in turning ideas into content that connects with audiences and drives brand growth. Skilled in client relations and project management, collaborating with diverse teams, and curating content.

WORK EXPERIENCE

NetElixir

2021 - Present

Brand Storytelling Strategist

Princeton, NJ

- Leverage consumer and competitor brand analysis to craft targeted copy that resonates with specific audience cohorts and aligns with brand goals.
- 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.
- Collaborated with cross-functional teams to present strategic communication concepts, driving a 20% increase in new client acquisition within 6 months.
- Achieved a 348% growth in new users to category pages within one year by optimizing SEO strategies and enhancing content visibility.

Copywriter

Princeton, NJ

- Led copywriting initiatives for 75+ clients, resulting in a 243% increase in conversion rates through optimized Paid Search and Social ads within 6 months.
- 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, data, and SEO keyword research.

Digital Marketing Intern

Princeton, NJ

- Learned digital marketing demand generation channels and how to enhance client satisfaction through effective tool utilization within 3 months.
- Followed the client journey from the sales process, to onboarding, through ongoing account management.
- Gained hands-on experience with a retail e-commerce client, contributing to a 250% increase in market share through targeted digital marketing strategies.

EDUCATION

Bachelor of Arts in Communications

The College Of New Jersey • GPA: 3.8/4.0

Ewing, NJ • 2017 - 2021

Dean's List, 2019-2021 Track and Field Team Captain, NCAA All-American

SKILLS

- AI Augmentation
- Brand Voice Development
- Collaboration
- Brand Storytelling
- Client Management
- Communication

- Content Development
- Copywriting
- Digital Marketing
- Editing
- Grammar

- Management
- Marketing
- Presentation skills
- Project Management
- Punctuation

- SEM Best Practices
- SEO
- Team Leadership
- Time Management
- Workflow Optimization