

Dana Hartnett

Philadelphia, PA • 732-614-7800 • danahartnett26@gmail.com
linkedin.com/in/dana-hartnett • danahartnett.journoportfolio.com

Brand & Creative Strategist | Digital Marketing • Content • Ecommerce

Marketing professional with a Master's in Digital Marketing and experience building and scaling a DTC lifestyle brand from concept to execution. Skilled in brand identity development, content strategy, copywriting, and translating customer insights into messaging and campaign strategy across ecommerce, social media, email, SEO, and paid channels.

WORK EXPERIENCE

Keyco Studio | Founder & Brand Manager

Jan 2022 - Present

Founded and grew a DTC lifestyle brand, leading brand strategy, creative direction, content development, and ecommerce marketing end-to-end.

- Grew brand to 1,600+ lifetime sales, \$25K+ revenue, and a 5.0-star rating across 4+ years of operation
- Developed brand identity from scratch, defining visual direction, typography, color palette, voice, and product positioning to create a cohesive brand experience
- Crafted product copy, listings, and social content in a consistent brand voice focused on storytelling, emotional connection, and conversion
- Leveraged customer feedback, purchase behavior, and market research to refine messaging and inform content and campaign strategy
- Planned and executed paid social campaigns across Instagram Ads and Etsy Ads, managing creative direction, targeting, budget allocation, and optimization
- Built and maintained SEO strategy through keyword research and listing optimization to improve organic discovery and visibility
- Developed segmented email and automated marketing flows to personalize communication, strengthen engagement, and drive repeat purchases
- Analyzed ecommerce performance and customer behavior to identify content opportunities and optimize messaging, pricing, and creative strategy

3SI Security | Account Support Representative

Sep 2023 - Jun 2025

- Managed customer communication workflows across sales and operations teams, ensuring accurate and timely outreach at each stage of the customer lifecycle.
- Maintained CRM data accuracy and coordinated service handoffs, supporting customer follow-up and retention processes.
- Drafted and coordinated customer-facing messaging updates across multiple internal stakeholders.

Dental Health Care Associates | Patient Services Representative

Nov 2020 - Sep 2023

- Managed multi-channel patient outreach campaigns via phone, text, and email, supporting a daily scheduling goal of 100 hygiene appointments while maintaining accurate patient records and communication preferences.
- Contributed to exceeding new-patient acquisition goals for 10+ consecutive months through patient engagement, retention initiatives, and customer experience improvements.
- Executed in-office promotional campaigns by communicating time-sensitive offers (e.g., whitening services, patient incentives) across patient touchpoints to support engagement and appointment conversion.
- Supported scheduling and database management to align patient flow with promotional and campaign-driven demand.

Miracle Ear | Administrative Assistant

Sep 2018-May 2020

- Built and maintained Excel-based marketing and performance reports used for company-wide presentations.
- Managed inbound marketing leads across phone and e-mail across 27 locations.
- Coordinated marketing strategy and maintained vendor relationships for print campaigns.

EDUCATION

Master of Science – Marketing (Digital Marketing)

Jan 2026

Western Governors University

- Developed full brand positioning, creative brief, and multi-channel campaign strategy for a sustainable DTC chocolate brand, including packaging direction, brand voice, and cross-platform content adaptation.
- Designed behavioral email campaigns for a B2B SaaS brand, including segmentation, copywriting, workflow logic, and A/B testing strategy.
- Conducted market and customer research for a local business, including competitive analysis, customer insights, and strategic recommendations.
- Built social media strategy for a product launch, including channel selection, KPI development, influencer guidelines, and engagement benchmarks.
- Configured Google Ads campaigns and GA4 tracking, including conversion setup, dashboards, and performance reporting.
- Executed HubSpot email campaign for a nonprofit using segmentation and performance analysis to support fundraising goals.

Bachelor of Arts – Business Administration

Dec 2022

Strayer University

CERTIFICATIONS

HubSpot Social Media Marketing Certification - [HubSpot Academy 04/2026](#)

Content Marketing Essentials for SEO & AI Search - [Semrush Academy 04/2026](#)

HubSpot Content Marketing Certification - [HubSpot Academy 03/2026](#)

HubSpot Email Marketing Certification - [HubSpot Academy 02/2026](#)

SKILLS

Brand & Creative: brand storytelling, brand strategy, brand voice, campaign concepting, creative briefs, product positioning, visual identity development

Digital Marketing: email marketing, Etsy Ads, Google Ads, HubSpot, Instagram Ads, lead nurturing, lifecycle marketing, SEO

Analytics & Performance: A/B testing, campaign performance tracking, data visualization, ecommerce analytics, Google Analytics (GA4), KPI development, ROI analysis, stakeholder reporting

Ecommerce: conversion optimization, customer segmentation, DTC brand management, Etsy, product listing optimization, seasonal planning, Shopify (coursework)

Content & Copy: campaign copy, editorial planning, email copy, influencer guidelines, product copy, Social media content

Research & Strategy: audience segmentation, competitive analysis, consumer insights, integrated marketing planning, market research

Production: campaign graphics, product photography, promotional asset creation, visual direction