



Danielle Barclay

Marketing and Communications Executive with Master's Degree

Creates awareness initiatives designed to ingrain brand position into the minds of target audiences —does so by determining the most effective media mix across traditional and digital channels, balancing direct response initiatives with building long-term brand equity to optimize sales, market share, and profitability.

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📍 Granville, Ohio

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HARD SKILLS

Digital Channel Marketing

Owned, Earned & Paid Media

Content & Relationship Marketing

Public Relations

Grassroots & Influencer Marketing

Leadership

Brand Development

Research & Strategy

Product Launches

COMPUTER & SOFTWARE SKILLS

Microsoft Office

Google Suite

Redbooth

Smartsheet

Adobe PhotoShop

Adobe InDesign

MailerLite

MailChimp

Smarterqueue

AgoraPulse (CRM)

Hootsuite

Cision

Agility PR

Statista

AP Stylebook

Facebook Ad Manager

Google Analytics

Facebook & Twitter Analytics

SEO

Intuit QuickBooks

WORK EXPERIENCE

Communications Director Barclay Publicity, LLC

07/2013 – 01/2019

Granville, OH

Achievements/Tasks

- Built a niche marketing and public relations firm that specialized in brand management, media outreach, and digital marketing. Did so by using a holistic marketing approach with a strategic focus on influence, credibility, and relevance to launch new products/services and increase revenue streams each year with the long term goal of positioning the company as a full service firm. Integration of owned, earned, and paid media resulted in consistent YOY growth (2018: 5%, 2017: 28%, 2016: 7%, 2015: 39%, 2014: 14%).
- Mentored a team of up to twelve members as primary client interface to resolve all questions and concerns and ensure satisfaction.
- Directed communication strategies for brand and client media relations initiatives; created compelling content while adhering to brand standards to attract and acquire an audience across multiple channels, including press releases, media advisories, blog articles, online content, and internal and external communication materials, resulting in top tier regional media coverage.
- Led team in overseeing social media brand management, engagement, and lead-generation; championed SEO and web content management, word-of-mouth marketing, and online reputation management for more than twenty active client brands.
- Created cohesive PPC, keyword, auction, and display advertising campaigns; tracked and measured KPIs using quantitative data while managing monthly advertising budgets as media buyer.
- A/B split test geek—launched a liquidation newsletter product that realized 400% subscriber growth in its first year; ultra-focused on increasing open rate and list health, mastering migration, segmentation, GDPR compliance, and drip campaigns for email marketing.
- As visual storyteller, used graphic design to ingrain brand position into the minds of target audiences, achieving goals of direct response initiatives and building long-term brand equity.
- Executed consulting agreements and all accounting including invoicing, income statement, aging, cash flow, and P&L; updated policy & procedures and best practices to maintain a strong infrastructure.

WORK EXPERIENCE

Publicity Director Entangled Publishing

04/2011 – 01/2014

Fort Collins, CO, Telecommuter

Achievements/Tasks

- Integral part of the launch team for a startup retail company, empowered to brand and market six new product lines using grassroots marketing initiatives to secure product reviews and media coverage, establish credibility with industry influencers, and achieve mass market sales conversion. Numerous NEW YORK TIMES bestsellers including the #8 bestselling book of 2012 as well as a blockbuster young adult hit which signed for a major motion picture demonstrated successful results. [↗](#)
- Developed consumer-facing communications marketing campaigns to optimize sales, market share, and profitability by creating and dispatching materials such as press releases, media advisories, newsletters, and social media content.
- Established brand standards for assigned product lines and executed surveys to better understand consumer and influencer behaviors, create benchmark demographic profiles, and build stronger marketing initiatives.
- Co-authored social media best practices and policy & procedures for the department.
- Spearheaded email marketing strategy and development of the internal and external opt-in databases and their segments, which became the main channel to communicate product launches, events, contests, giveaways, and company news.
- Led training and skill development meetings for a staff of up to twenty covering such topics as social media, developing lead lists, press release writing, and legal issues when running sweepstakes.
- Liaised with the Macmillan marketing team to coordinate placement of products in distribution channels and cooperative advertising campaigns with global retail partners. [↗](#)
- Media buyer—worked with the art director to craft effective marketing collateral for print and digital advertisements.

Marketing Coordinator Cherry Valley Lodge & CoCo Key Water Resort

10/2010 – 05/2012

Newark, OH

Achievements/Tasks

- Provided support to the general manager on all marketing projects to meet revenue goals for four distinct brands—The Cherry Valley Lodge, CoCo Key Water Resort, Sunflower's Restaurant, and Banyan Leaf Spa.
- Responsible for all public relations needs—preparing and distributing press releases, liaising with the media, and partnering with local organizations for philanthropic endeavors such as Mental Health America (annual fundraising co-op), Newark Firefighters (CoCo's Community Toy Drive), and Newark City Schools (CoCo's Back to School Splash).
- Wrote content for all marketing assets, including television commercials, radio jingles, company website, corporate presentations, videos, brochures, annual reports, newsletters, and promotional materials.
- Graphic designer—created collateral for all advertising and brand assets from creative brief to deliverables.
- Placed media buys for print, broadcast, digital, outdoor & specialty advertising mediums.
- Directed award-winning viral communication initiatives on social media channels.
- Managed all digital marketing including website updates, newsletters, PPC advertising, and re-marketing campaigns.
- Oversaw 4-walls marketing including print signage, digital lobby monitor, and the outdoor digital billboard.
- Co-authored the yearly and monthly marketing budgets.

EDUCATION

Master of Science in Marketing and Communication Franklin University [↗](#)

05/2015

Bachelor of Business Administration Mount Vernon Nazarene University [↗](#)

05/2012

HONOR AWARDS

Diamond Award for Social Media, First Place (2011)
Licking County Convention and Visitors Bureau

Best Tourism Package, First Place (2011)
Licking County Convention and Visitors Bureau