

# DANIELLE WILCOX

Social Media Marketing  
& Creative Content  
Producer

## PERSONAL PROFILE

Highly creative and focused individual with an extraordinary eye for marketing and producing seeks to re-enter entertainment industry after an enriching detour in tech industry

## ACHIEVEMENTS

- Social Media Management clients include, Georgia State University and SAG-AFTRA
- WIFTA Award winning filmmaker whose worked with Beyonce, Rihanna, and Tamar
- Finalist in the 2017 Nick Writing Program

## GET IN TOUCH

LinkedIn:

[www.linkedin.com/daniellewilcox1](http://www.linkedin.com/daniellewilcox1)

Portfolio:

<https://daniellewilcox.journoportfolio.com/>  
Atlanta Based

## WORK HISTORY

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### Documentation Specialist/Technical Writer

Tyler Tech, 2016 to 2021

- Identified solutions and wrote over 2,500 knowledge articles to assist users
- Designed style guides for article templates, presentations, and training materials to ensure team success and close knowledge gaps
- Crafted clear and engaging copy across multiple business channels

### Digital Marketing Coordinator

Georgia State University: College of Business, 2014 to 2016

- Managed social media to target student engagement & event foot traffic
- Oversaw the creation of promotional videos for new graduate programs
- Handled administrative duties and built email marketing campaigns in SFDC
- Created and automated weekly newsletter dedicated to career services

### Production Coordinator

Various Production Companies, 2013 to 2016

- Collaborated with production crews to create digital media content for Def Jam, Scripps, WEtv, and VH1 networks including, "Tamar and Vince" and "Braxton Family Values"
- Served as a Set Production Assistant for live music events: Beyoncé's Formation World Tour and Rihanna's ANTI World Tour
- Handled administrative duties as assigned as an Office Production Assistant on the WIFTA 48 Hour Film project, "9 to 5"

### Ad Writer/Producer (Digital and Video Ads)

AT&T Advertising Solutions, 2008-2013

- Created ads across multiple channels to bring the brand vision alive for AT&T small business integrated marketing and advertising clients
- Wrote brand scripts and planned hyper-local video ads for B2B clients with a network of video vendors based upon their consumer service needs

## ACADEMIC BACKGROUND

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### Georgia State University

Bachelor of Arts, 2014

- Major in Film and Television; Minor in Public Relations
- Women in Film and Television Atlanta (WIFTA) Student Scholarship Winner 2013 for the short film, "True Colors Dissolution"
- IRTS Multicultural Fellow, New York 2014; Hope Scholarship Award Recipient

## SKILLS & INTERESTS

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- Tools: FinalDraft, InDesign, Constant Contact, IMDB, Sharepoint, Social Media, Google Adwords, Final Cut Pro, & Salesforce Marketing Cloud
- Strong background in creative content--both written and in video form
- Passionate, smart, and extremely driven in the entertainment industry
- Well-connected to Atlanta production studios and industry leaders, as well as, new up-and-coming voices in global content