

DEANNA KOUSKOULAS

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SUMMARY OF QUALIFICATIONS

Digital Marketing Leader with proven success crafting masterful campaigns that spark global action.

PROFESSIONAL EXPERIENCE

Social Media Specialist

Siser® North America

December 2020 – July 2022

Detroit, MI

Siser North America is one of the largest providers of heat transfer vinyl for the crafting industry in the US, with retail partners that include: JOANN™ Fabric, Michaels Stores and Walmart.

- Managed Siser's social media pages, consistently writing over 40 posts monthly for Instagram, Facebook, Facebook Support Group and LinkedIn, reaching over 150,000 Followers.
- Set bi-monthly social media goals and content timelines for three different teams to bring creative visions to life.

Core Deliverables:

- Transformed social media content calendar cadence from weekly to two months in advance.
- Boosted volume of social media posts across four platforms by 160% year over year within first three months.
- Siser's Instagram surpassed 60,000 Followers (+5,000) within my first six months by posting more Reels.
- Grew influencer partnerships by 50% with Crafting's top influencers, reaching over 1 million Followers.
- Saved \$75,000 on a Netflix scam by conducting due diligence.

Junior Project Manager (Contract)

MRM McCann – General Motors Email Team

October 2020– December 2020

Detroit, MI

MRM McCann is the agency of record for General Motors (GM). During my time there, GM's primary goal was to gain electric vehicle (EV) market share—and leveraged email marketing to promote their emerging EV line.

- Contributed to successful deployment of over 50 Chevy email blasts within three months.
- United 10 different project pieces across five teams daily, including account directors, creative services, copywriters, website operations & sister agency Commonwealth, to drive campaign success.
- Revamped internal training manual to provide a more step-by-step guide on process rules and exceptions.

Senior Marketing Associate

Peninsular Cylinder Company - Avis Industrial Corporation

March 2016– April 2019

Detroit, MI

Peninsular is a subsidiary of Avis Industrial Corporation, a \$300 million holdings company with 13 North American entities.

Peninsular manufacturers cylinders essential to automotive, oil & gas, forestry, and other key markets.

- Provided digital marketing strategies showcasing Peninsular's engineering expertise throughout email & social media.
- Planned annual advertising budget (\$150k), securing print and email placements with leading publications.

Key Marketing Projects:

- Sparked a 10% YOY sales increase through orchestrating a new website launch within my first 10 months.
 - Collaborated cross-functionally with leadership, a freelance designer and sales, to transform concept to creation.
 - Promoted to Senior Marketing Associate within my first year after successful website launch.
- Produced a 15% YOY rise in revenue through planning and implementation of first companywide CRM system.
 - Analyzed and restructured a 10,000 plus customer database to align with new business model.
 - Kept project phases moving by communicating empathetically while setting deadlines with CRM vendor.
 - Phases include: database audit & cleansing; 1,000 email list segmentation; and 15 team member trainings.

Media Specialist

Fathead - Rocket Family of Companies

January 2013 – January 2016

Detroit, MI

Fathead was part of Dan Gilbert's family of companies, and considered the nation's largest provider of officially licensed, life-sized decals. Licensed brand partners include: the NHL, NFL, MLB, Disney, Hasbro, and more.

- Delivered a 24% traffic increase that resulted in 26% revenue growth over a 12-month period by running advertisements that reached customers at the right time and place.
- Managed a \$3 million-dollar annual advertising budget and updated it bi-weekly to enhance campaign results.
- Created Q4 media plans with over 150 TV airings weekly across 30 different cable providers and networks, including: Dish, DirecTV, Discovery, National Geographic, Nick, NBC, NFL & NHL Networks, and more.
- Leveraged Adobe Analytics to compile weekly media reports for Fathead's C-suite.

Bachelor of Arts

DePaul University

Major: Advertising & Public Relations

Chicago, IL

Minor: Screenwriting

TECHNICAL SKILLS

- **Software and Marketing Tools:** Sprout Social, Hootsuite, Linktree, Tailwind, Meta's Business Suite, MailChimp, WordPress, SurveyMonkey, Asana, Monday.com, Adobe Analytics, and A/B Creative Testing