



DANIELLE CLARKE

DIGITAL MARKETER

PERSONAL PROFILE

A marketing professional who excels in campaign strategy and execution. A storyteller and a tribe-builder who can comfortably wear many hats. Accomplished at creating engaging customer experiences on and offline, curating eye-catching content, and crafting campaigns that reach target demographics.

HIGHLIGHTED SKILLS

- Digital Strategy
- Social Media Marketing
- Project Management
- Reputation Management
- Brand Partnerships
- Influencer Campaigns
- Advertising Campaign Management/Strategy
- Direct Mail Marketing
- Acquisition and Retention Strategy/Execution
- SEM Management
- Customer Experience

CONTACT INFORMATION

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EDUCATION

Florida A&M University

2000-2005

WORK HISTORY

Marketing Director

SAGE DENTAL

2017 TO PRESENT

- Communicate vision, key initiatives, and objectives across organization
- Establish annual brand scope of work, and quarterly review process
- Oversee implementation of the marketing strategy - including campaigns, events, digital marketing, and PR

Digital Media Manager

THE LEARNING EXPERIENCE

2015 TO 2017

- Assessed, defined and executed an online strategy to expand and improve each corporate/franchise location's digital storefront
- Influenced and educated the organization to adopt and deploy emerging online (web and mobile) marketing tactics
- Managed digital media plans and strategy across 200 locations

Senior Account Manager

GREENROOM SOCIAL

2014 TO 2015

- Developed a 360 social media management approach, which included cultivating relationships with influencers and retailers (i.e. Best Buy, Target and HHGregg), content creation, and management of social advertising which increased overall new business at the agency by 50%

Senior Social Media Strategist

TILSON PR

2012 TO 2014

- Managed (3) direct reports while executing fully integrated campaigns for an array of clients (Dunkin Donuts, Truly Nolen, and Bpnefish Grill).
- Developed social communication strategies for clients, which generated a growth of 65% of Tilson's social presence