



Danielle Clarke

## Personal Profile

Energetic professional with 10+ years of experience with providing excellent project coordination and strategic solutions with outstanding vendor management skills. A customer-focused, data-driven, and technically-sophisticated Director of Digital Marketing with an impeccable track record, strong business acumen, and a reputation in guiding SMEs and start-ups through goal deployment and strategy development. Notable background in B2C digital marketing, driving traffic and leads to B2C websites, all while increasing conversion rates. Recognized for utilizing various marketing tools, methods, and tactics, including SEM and SEO processes in a fast-paced environment. Dedicated and detail-oriented with outstanding written, oral, and interpersonal communications skills honed through several years of producing high-quality creative content and presentations on tight deadlines, complemented with extensive experience and ongoing professional development.

## INFO

Danielle Clarke

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DanielleKClarke.com  
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## FUNCTIONAL SKILLS

Digital Marketing Strategy

Promotion & Campaign Strategies

Product Development & Promotion

Market Analysis & Growth

Brand Development

Project Management

SEM/SEO Management

Customer Acquisition

Google Analytics

Blog Writing

WordPress (CSS)

Social Media Strategy & Management

Website Content Management

Display & Social Media Advertising

Print Marketing

Agency Management

SEO/SEM Management

Podcast Marketing and Management



## CAREER HIGHLIGHTS

- Success in working with creative teams to produce, test, and optimize digital creative assets for integrated digital campaigns
- Vast digital marketing campaign experience, website/e-commerce management, and team leadership. Key attributes include the direction of digital marketing campaigns, content creation, marketing automation management, and lead generation
- Proven ability with notable achievement in explaining complex concepts, technical information, and data insights to executives and other internal stakeholders in an audible and straightforward manner
- Success-driven with a track record in executing campaigns directly on Google Adwords, Facebook, and other digital channels.
- Creative and strategic team leader with a strong focus on the key business metrics, including revenue, profit, demand, traffic, site conversion, retention, and engagement



## PROFESSIONAL EXPERIENCE

- 2017 - PRESENT **Sage Dental**  
*Marketing Director*
  - Oversee a team of 30+: Productivity increased by 40%, Quality increased by 30-40% Call volume increased 35% and conversions have increased by 27%
  - Strategize, and implement marketing initiatives to ensure the brand is well received by patients and primary decision-makers while providing direction on patient acquisition and retention strategies, maintaining the brand experience, and strengthening brand equity
  - Successfully increased sales of the internal dental discount program by 70%.
  - Launched and oversaw the Hispanic marketing strategy along with the integration of marketing materials to better engage the community we serve
  - Doubled patient revenue for the orthodontic program during the summer campaigns for 2018 & 2019. Tripled patient revenues for the orthodontic summer campaign in 2020 during the pandemic
- 2015 - 2017 **The Learning Experience**  
*Digital Marketing Manager*
  - Worked on a team of 7 with one direct report. Oversaw 200+ franchisees and training with social media growth rates increased by 85% and engagement increased by 44%
  - Successfully transformed and revamped the organization from its minimal and ad-hoc use of social media to a brand with a distinctive and consistent social media presence on Facebook, Yelp, and Google
  - Led execution of strategic planning - facilitated strategic planning process to articulate company's vision, mission, value proposition, brand architecture, and positioning
  - Successfully established community engagement through content marketing, which resulted in rapid growth and a high engagement rates



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## PROFESSIONAL EXPERIENCE

AUG 2014-  
SEPT 2015

### GREENROOM SOCIAL

Senior Account Manager

- Managed 5-10 clients, managed 2 direct reports, increased client's customer engagement by 60% and followers by 20%
  - Created a strategy to maximize paid sponsorships effectively. Utilized social media platforms for Athletes to engage with fans, answer questions and provide signed memorabilia while spearheading a brand ambassador program for Catalyst, Blast Motion, and Nyne
  - Initiated an active social media presence and establish a brand voice and identity for all clients
  - Increased the value of current client partnerships through enhanced visibility with retailers (Frys, Best Buy and Best Buy Canada) on their digital platforms
- Clientele included:** jamstik, PUC Wireless, Catalyst, Nyne and Blast Motion

JULY 2012-  
AUG 2014

### TILSON PR

Senior Social Media Strategist

- Successfully grew the organization's client base with new accounts (10-15) and was directly responsible for the Bonefish and Truly Nolen account's reacquisition due to an effective social media pitch
  - Monitored social media trends and developments, tracked competitors' advancements, and evaluated weaknesses in their strategy to build congruent plans for clients better
  - Performed high-level industry-specific research, deconstructing relevant case studies, and uncovering insights while contributing to the development of comprehensive social communications strategies for clients, which generated a growth of 65% of Tilson's social presence with potential new business and influencers
  - Earned massive year-over-year increases in engagement rates and web traffic from social content while decreasing the rate of social sharing.
- Clientele included:** Dunkin' Donuts, Truly Nolen, Prestige Cosmetics, Staples and Bonefish Grill.

MARCH 2009-  
PRESENT

### LIVINGFREENYC.COM NEW YORK, NY

Founder & CEO

- Identified an advertising and marketing deficiency in the largest U.S Metropolitan area: New York City. That inspired the creation of LivingFreeNYC (<http://livingfreenyc.com/>), where the primary focus is to advertise free and promotional discounted items to a population of 19 million people
- Fostered a strong partnership with major corporations in conducting promotional advertising campaigns by creating a workable marketing strategy tailored for each vendor to generate the maximum consumer impact
- Garnered over 15,000 Twitter followers, 2,200 Facebook fans, and increased annual site views by 60% in UMW's

APRIL 2021-  
PRESENT

### RAPTURE PRESS

- Successfully launched and produced my own movie podcast (No More Late Fees) while assisting in management of a network of 4 other small podcasts.



## EDUCATION | HONORS & ACCOLADES

Florida A&M University School of Animal Sciences	Tallahassee, FL	2000-2005
BlackEnterprise.com Featured in their Cutting Edge: 9 Tweekers for the Cost-Conscious article	New York City, NY	2010
Dos Equis The Most Interesting Blogger in the World Top 5 nominee	New York City, NY	2011
CBS Most Valuable Blogger Awards Nominated under the Local Affairs category	New York City, NY	2011
SCORE Sponsored by Google Invited to be a guest speaker, educating small business owners on the importance and power of social media	Boca Raton, FL	2012-2013
Intrigue Digital Marketing Summit Invited to be a guest speaker on social media, social media messaging apps, and influencers	Miami, FL	2019