

# DANA DETRICK

Brooklyn, NY | e: hello@brooklynresumestudio.com | p: (123) 456-7890 | w: bklynresumestudio.com

Digital marketing strategist with experience crafting high-impact integrated campaigns for global brands in the travel, hospitality, and lifestyle space. Partners with brands to create a cohesive presence and ensure consistent messaging across all channels. Enhances ROI through digital, print, and social media campaigns targeting domestic and international audiences. Seasoned project manager with proven success in marketing, concept development, content management, branding, social media strategy, and sales. Expertise includes:

Digital Marketing Strategy | Brand Development | Social Media Management | Influencer Marketing  
Content Development | Campaign Management | Market Research | Project Management | SEO / SEM

## EDUCATION & TRAINING

Innovations in Digital Media   Parsons the New School for Design	2018
MS, Marketing Management   Boston University	2012
BS, Marketing / Fine Arts Minor   Northeastern, University	2007

## EXPERIENCE

**DIRECTOR, DIGITAL CONTENT STRATEGY** | Company ABC | New York, NY 2010 – Present

- Manages social media presence, content development, and campaign performance for clients of a digital marketing agency specializing in luxury travel and lifestyle brands.
- Oversees a portfolio of 7 accounts and supports 20 additional accounts across the agency's roster.
- Participates in client meetings to define expectations and develop a consistent brand image.
- Responsible for contract fulfillment at all stages of campaign delivery.
- Leads content development, design, and marketing calendars for Facebook, Twitter, and Instagram.
- Sources visual inspiration for photo shoots and assists with concept development, photography, and styling.
- Monitors campaign performance and recommendations for optimization.
- Assists in facilitating collaborations with social media influencers to expand brand visibility and reach.

**DIGITAL MARKETING CONSULTANT** | Freelance | New York, NY 2006 – Present

- Advises brands in travel, tourism, food and beverage, hospitality, and other industries around social media, brand management, digital content development, and integrated marketing strategy.
- Developed national marketing campaigns and branded content for a global travel search site.
- Created engaging content distributed across the website, blog, and mobile application.
- Selected imagery and composed copy with emphasis on maintaining the brand's aesthetic.
- Managed multiple projects under stringent timelines and budgets.

**ACCOUNT MANAGER** | Company XYZ | New York, NY 2008 – 2010

- Developed strategic business communication plans for clients of a pharmaceutical advertising agency.
- Served as primary point of client contact for accounts including Novartis, Ortho, and Johnson & Johnson.
- Led team meetings to discuss account status and campaign performance.
- Managed project workflow across account management, copy, art, medical, and product departments.
- Monitored campaign progress against timeline, scope, and budget.

## AFFILIATIONS & AWARDS

Member, American Marketing Association (2010 – Present)

Board Member / Strategic Advisor, Aspyre Solutions (2012 – 2018)

Key Contributor Award, Company XYZ (2010, 2009)