

# DANA LEAVY-DETRICK

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## SUMMARY

Digital marketing strategist with experience crafting high-impact integrated campaigns for global brands in the hospitality, travel, tourism, and lifestyle space.

Partners with brands to create a cohesive brand presence and ensure consistent messaging across all channels.

Enhances marketing ROI through digital, print, and social media campaigns targeting domestic and international audiences.

Seasoned project manager with proven success in marketing, branding, concept development, content management, social media strategy, and sales.

## AREAS OF EXPERTISE

- **Social Media Management**
- **Integrated Marketing Strategy**
- **Global Brand Development**
- **Content Development**
- **Campaign Management**
- **Influencer Marketing**
- **Market Research & Analysis**
- **Project Management**
- **SEO / SEM**
- **Sales & Business Development**

## EDUCATION

### BOSTON UNIVERSITY

MS, Marketing Management  
2012

### NORTHEASTERN UNIVERSITY

BS, Marketing / Fine Arts Minor  
2007

## EXPERIENCE

### COMPANY ABC | New York, NY

Director, Digital Content Strategy

2013 – Present

Senior Account Manager

2010 – 2013

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 across platforms; advises on marketing and programming strategy to maximize following and engagement.
- Responsible for contract fulfillment at all stages of campaign delivery.
- Leads content development, digital design, and creation of marketing calendars for Facebook, Twitter, and Instagram.
- Sources visual inspiration for content 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.
- Named a Shorty Award Finalist recognizing growth across Facebook, Twitter, and Instagram.

### FREELANCE | New York, NY

Digital Marketing Consultant

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 and technology company based in Europe.
- Created engaging content promoting restaurants, nightlife, and shopping destinations for the website, blog, and mobile application.
- Selected imagery and composed copy with emphasis on maintaining the brand's aesthetic, tone, and messaging.
- Developed strategic partnerships to drive brand visibility.
- Managed multiple project priorities under stringent deadlines.

### COMPANY XYZ | New York, NY

Account Manager – Digital

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