

DANIELLE MARSHALL

DIGITAL MARKETING
COMMUNICATIONS
PROFESSIONAL

CONTACT

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EDUCATION

MASTER OF SCIENCE, COMMUNICATIONS
S.I. NEWHOUSE SCHOOL OF PUBLIC
COMMUNICATIONS
SYRACUSE UNIVERSITY
2017- 2018

BACHELOR OF SCIENCE, MAJOR IN
ADVERTISING & PUBLIC RELATIONS,
SCHIEFFER SCHOOL OF JOURNALISM
TEXAS CHRISTIAN UNIVERSITY
2005 - 2009

SKILLS

- Project Management
- B2B Marketing
- Public Relations
- Event Management
- Copywriting
- Social Media Strategy
- Adobe Creative Suite
- Marketing Automation (Hubspot)
- Vendor Management
- Non-Profit Marketing
- Search Engine Optimization (SEO)

CAREER HIGHLIGHTS

PROJECT AND EVENT MANAGEMENT

- Created, promoted and executed approximately 25 client and prospect-facing educational, business and social events attended by more than 1,800 professionals with a \$130k budget
- Tracked all activities and results of event engagement and proposed follow-up plans for business development purposes
- Led collaboration with HR and firm leadership to rollout employee appreciation and engagement initiatives for 600 employees
- Supervised the implementation and communication plans of corporate apparel store launch firm-wide

MARKETING

- Organized and partnered regularly with firm leadership to lead and ensure alignment of event goals including pre and post planning event calls and strategy meetings
- Initiated direct mail campaign for new event to garner new attendees and brand recognition in North Texas
- Directed a content re-organization and re-design of external bi-weekly newsletter distributed to 40,000 subscribers, including developing a strategy to utilize the newsletters new features including reporting, surveys and records management

COMMUNICATION

- Developed creative content for a variety of channels, including web, media relations, publications, and internal and executive communications
- Created and managed communication plans and timelines for firm initiatives
- Drafted email signature policy for firm-wide implementation

RELEVANT EXPERIENCE

BBDO - NEW YORK CITY, NEW YORK

NEW BUSINESS INTERN | JUNE 2018 - AUG 2018

WEAVER AND TIDWELL, LLP - FORT WORTH, TEXAS

SENIOR MARKETING SPECIALIST | JULY 2016 - FEB 2017

MARKETING SPECIALIST | MAR 2014 - JULY 2016

KELLOGG, BROWN & ROOT (KBR) - HOUSTON, TEXAS

COMMUNICATIONS SPECIALIST | FEB 2010 - AUG 2012

HOUSTON WELLNESS ASSOCIATION - HOUSTON, TEXAS

COMMUNICATIONS COORDINATOR | SEPT 2009 - JAN 2010