

DANIELLE YUTHAS

Dyuthas@gmail.com

720.933.1237

Certified Franchise Executive (CFE) specializing in lead generation, marketing technology, scalability, content and creative for national brands.

EXPERIENCE

SpeedPro

2018-Present

Vice President of Marketing
Senior Director of Marketing
Director of Marketing

Rebrand SpeedPro Imaging to SpeedPro, raised the marketing fund contribution for 126 locations, implemented customer retention management and email marketing platform and increased organic leads from the website by more than 70 percent.

WellBiz Brands

2015-2018

Senior Marketing Manager
Marketing Manager
Senior Marketing Specialist

Managed search engine optimization, pay-per-click advertising, social media and digital lead generation efforts spanning three brands and 400 locations. Increased digital leads by more than 200 percent.

Ace Hardware

2013-2014

Regional Digital Marketing Manager

Managed digital marketing efforts and web properties for 198 locations in the Colorado, New Mexico and Wyoming region.

Unleaded Group

2008-2013

Director of Search Engine Marketing
Search Engine Optimizer & Project Manager
Journalist & Videographer

Digital marketing strategy, implementation, content and sales.

EDUCATION

Certified Franchise Executive 2019
International Franchise Association

Bachelor of Arts 2007
Colorado State University
Major in technical journalism, minor in business administration

PUBLICATIONS

- Franchising World Magazine
- Huffington Post Travel Blog
- Colorado Expression Magazine
- Confetti Magazine
- *Click Here: The Quick-Study Guide to Marketing*
- Denver Catholic Register
- www.blacktie-colorado.com
- www.watchboom.com

SPEAKING

BrightEdge Search Engine Optimization Conference 2015-2016

AWARDS

MarCom 2020
Platinum award for SpeedPro in the Mobile Experience category

COMMUNITY

International Franchise Association 2018-Present
Marketing Innovation & Technology Committee