






DANIELLE O'DELL

A BUSINESS OPERATIONS & MARKETING PROFESSIONAL

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-  Severna Park, MD 21146

EXPERTISE

Strategic Planning
Marketing
Service Delivery
Stakeholder Management
Strategy Development
Process Improvement
Strategic Partnerships
Operations Leadership
Talent Development
Growth Strategy
Team Leadership
Consensus Building
Business Transformation
Business Strategy
Project Management
Employee Relations
Value Creation

EDUCATION

BACHELOR OF ARTS

Illustration
Magna Cum Laude
University of Delaware

SUMMARY

Evolving organizations through the execution of strategic and people-focused initiatives

Natural leader who builds consensus across functional areas; establishes and leads high-performance teams through development of talent and deployment of organizational visions. Applies strategic approach to drive core initiatives across organizations, fueling vision of Executives, and enabling operational excellence. Aligns stakeholders through cross-functional leadership to achieve core objectives, critical to sustainable success and scalability for organizations. Implements processes and challenges status quo to fuel efficiency, attain high-profile deliverables, and address business challenges.

- Drove growth of Money Map Press from 35 employees and \$21M in gross revenue to 228 employees, 50+ contractors, and \$250M in gross revenue.
- Led mission-critical, enterprise-wide projects to evolve companies and navigate them through periods of uncertainty, challenges, and ultimately growth.

PROFESSIONAL EXPERIENCE & IMPACT

Avalon

Boca Raton, FL • 2021 – 2024

Early-stage money management firm.

Chief Operating Officer: Served on Executive Team and led all aspects of organization including operations, hiring, budget, marketing plan, and AUM generation. Led efforts to scale company with goal of exceeding \$1B in AUM.

- Introduced structure and accountability into organization, culminating in AUM growth of \$50M+ and 20% growth in leads from primary lead generation publication.
- Revamped marketing and editorial process and drove campaigns; hired, cross-trained, and mentored employee acting as editor and promotional materials writer.
- Led complete rebrand of company including website overhaul; managed all aspects of project including hiring external developers.

Money Map Press

Baltimore, MD • 2012 – 2021

*Agora Inc. affiliate; financial publishing
and direct marketing provider with \$250M in revenue.*


Executive Director, Finance & Operations (2016-2021): Managed 7 departments across Sales, Media & Design, Marketing, Renewals, Operations, Copy, and Conference Planning. Oversaw day-to-day operations, budgets, contracts, marketing, HR, legal, and finance while sitting on company's Executive Team, impacting strategic direction of business.

- Stood up 3 new businesses including hiring of new staff in media, design, and marketing; established P&Ls, ensured compliance with regulations, and created targeted marketing lists.
- Launched options and trading franchise, generating 20 individual products and grossing \$16M in first year revenue; drove first product launch generating \$1.7M in first day, recognized as highest ever.
- Led launch of The National Institute for Cannabis Investors (NICI), recognized as first centralized curated publishing product with independent research on cannabis market; built 700K person hotlist and high-quality printed fulfillment kit selling over \$60M in first 18 months of launch and organized and ran first major conference with 400 in-person and 150 livestream attendees.

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Marketing Director (2012-2016): Supervised team of 6, overseeing internal and affiliate email marketing schedules; monetized direct mail, printed ad inserts, reading/editing promotions, and drove delivery of marketing assets. Engaged with external vendors to secure pricing and coordinated with fulfillment house for execution.

- Launched first systems investing promotion in 2014, attaining highest grossing backend promotion (\$21M) within parent company.
- Directed launch of internal affiliate program and grew to \$3M gross revenue in 2016.
- Led launch of company's first full-length video promotion filmed over multiple days and locations involving 3 editors and a host; adopted brand new CMS for tracking marketing efforts.

Wall Street Daily

Baltimore, MD • 2009 – 2011

Agora Inc. affiliate; U.S.-based financial publishing and direct marketing provider with \$1.5M in revenue

Marketing Director: Led development and growth of company from ground up, partnering with Publisher and Chief Investment Strategist; managed all aspects of marketing and creation of overall strategy for organization, which allowed company to spin off from parent company.

- Grew team from 3 to 8 employees and revenue from \$200K to \$1.5M, while growing list size to 50K.
- Created initial White Cap Research brand and led rebrand to Wall Street Daily.
- Drove all aspects of establishing company including partnering with legal and curating websites for marketing, content, new product branding, list growth, affiliate marketing, and marketing analytics.

The Oxford Club

Baltimore, MD • 2007 – 2009

Agora Inc. affiliate; U.S.-based financial publishing and direct marketing provider with 20 publications.

Online Advertising Director: Managed external advertising including list rentals, list swaps, and paid direct mail placements; engaged with copywriters and drove high-performing creative to deliver favorable outcomes.

- Optimized campaigns and improved ROI for all 3 divisions through development and analysis of external paid and affiliate advertising creatives.
- Served as internal marketing coordinator between 3 disparate groups to ensure most effective promotions for each division.

Agora Book Publishing

Baltimore, MD • 2005 – 2007

Agora Inc. affiliate and publishing house.

Marketing Manager: Guided marketing efforts and served as publishing giant Wiley's main point of contact for marketing, working regularly to manage timelines to publish books. Hired copywriters to write HTML promotions and created marketing schedule to market books and drive sales.

- Set up affiliate programs with Amazon and Barnes & Noble and played active role in creating 3 New York Times bestsellers and several books landing in weekly Top 10 bestsellers on Amazon and Barnes & Noble.
- Partnered with external vendor to design and build website selling all Agora books while also creating and editing HTML promotions for each division.