

# Danielle M. Demick

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**Objective:** Overly organized and enthusiastic individual seeking a position.

## **Education:**

### **Oakland University, Rochester, MI**

*August, 2017*

- Bachelor's degree in Integrative Studies
- Minors in Marketing, Advertising, and Psychology

## **Work Experience:**

### **Senior Digital Consultant, Shift Digital, Birmingham, MI**

*April 2019-Current*

- Manage the construction of new dealership websites by collaborating with third party providers.
- Build and maintain a dedicated relationship with thirty-five Toyota dealerships.
- Support team members by consolidating and organizing team resources in the TDDS Training Manual.
- Provide team members with necessary training as the subject matter expert in program operations, billing, and compliance.
- Assisted with the creation of internal audits to ensure client compliance standards are met.
- Utilize Adobe Creative Cloud programs (Illustrator & Photoshop) for the creation of customized dealer assets.
- Write and upload custom content to websites.
- Pull analytics and provide insightful reports to improve website performance.

### **Associate Content Manager, MRM//McCann, Birmingham, MI**

*November 2018-February 2019*

- Built global web pages with Adobe Experience Manager for Chevrolet.
- Located and utilized assets stored in the Digital Asset Manager (DAM).
- Utilized JIRA as a means of processing job tickets and communicating with project managers.

### **Technical Writer, Creative Development & Design Group, Shelby Township, MI**

*May 2017- August 2017*

- Freelanced technical writing for DANA and American Axle.
- Worked closely with users and engineers to understand machine functions and clearly document steps for user operations.
- Used Microsoft Office (Word, PowerPoint, & Excel) to create necessary technical documentation for industrial assembly lines.

### **Copywriting Intern, Driven Creative Supply Co, Ferndale, MI**

*May 2016-September 2016*

- Copywrote various creative pieces: headlines, emails, social media posts, scripts, etc.
- Developed and presented multiple ad campaign proposals for Henry Ford Village, Gallop Brush Company, and several other clients.
- Worked with leadership to meet deadlines by prioritizing tasks accordingly.
- Performed in depth client industry research prior to all projects to ensure accuracy in all tasks.

### **Behavioral Research Assistant, Detroit Zoo**

*October 2015-March 2016*

- Conducted research for behavioral analysis and presented findings to Detroit Zoo leadership. Findings were applicable to nationwide habitat applications and constructions.
- Utilized timed interval research strategies to record behavioral patterns.
- Reported occurrences that influenced group behaviors and effected data findings.

## **Other Experience/Skills**

- CPR Certified
- Google Ads Search & Display Certified
- Dinosaur Hill Nature Preserve event advertiser
- Data Entry Clerk for Chesterfield Historical Society
- Article published on The Huffington Post website January 23<sup>rd</sup>, 2017



References available upon request.