

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:

Account Executive, One10 Marketing, Troy, MI

March 2021-Current

- Work directly with client to establish desired outcomes and appropriate timelines.
- Collaborate with GM's Integrated Brand Partners (IBP) to assist with the creation of resources.
- Facilitate the creation and publication of accessory resources for GM applications.
- Update materials published online for third party use (MAP policy, Partner contact sheets, Mega PDFs, brochures)

Senior Digital Consultant, Shift Digital, Birmingham, MI

April 2019-March 2021

- Project manager for the construction of new dealership websites.
- Built and maintained dedicated relationships with thirty-five Toyota dealerships.
- Supported team members by creating the Toyota Dealer Digital Solutions (TDDS) program training manual.
- Provided team members necessary training as the subject matter expert in program operations, billing, & compliance.
- Assisted with the creation of internal audits to ensure client compliance standards were met.
- Utilized Adobe Creative Cloud programs (Illustrator & Photoshop) for the creation of customized dealer assets.
- Wrote and uploaded custom content to dealership websites for digital marketing purposes.
- Pulled analytics and provided insightful reports to improve website performance.
- Salesforce Customer Relationship Management (CRM) system updates.

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

November 2018-February 2019

- Built global web pages with Adobe Experience Manager CMS 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 services for DANA and American Axle industrial assembly lines.
- Worked closely with engineers to understand machine functions to clearly document steps for user operations.
- Used Microsoft Office programs (Word, PowerPoint, & Excel) to create necessary technical documentation.

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.

Other Experience/Skills

- CPR Certified
- Google Ads Search & Display Certified
- Behavioral Research Assistant at the Detroit Zoo
- Dinosaur Hill Nature Preserve event advertiser
- Data Entry Clerk for Chesterfield Historical Society
- Article published on The Huffington Post website January 23rd, 2017
- Management and customer relations experience

References available upon request.



