

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

- Project manager for the construction of new dealership websites.
- Build and maintain a dedicated relationship with thirty-five Toyota dealerships.
- Support team members by creating the Toyota Dealer Digital Solutions (TDDS) program training manual.
- Provide 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 are met.
- Utilize Adobe Creative Cloud programs (Illustrator & Photoshop) for the creation of customized dealer assets.
- Write and upload custom content to dealership websites for digital marketing purposes.
- Pull analytics and provide 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.

Behavioral Research Assistant, Detroit Zoo, Royal Oak, MI

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 23rd, 2017
- Management and customer relations experience



References available upon request.