

Danielle M. Demick

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Objective: Overly organized and enthusiastic Type A individual seeking a position.

Work Experience:

Account Executive / Project Manager, 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.
- Track and implant 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).
- Assist with the production of "Go to Market" materials (mastheads, OLA banners, dynamic ads).
- Follow ISO 9001:2015 quality management system (QMS) process (One10 Detroit office is ISO 1009:2015 certified).

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.
- Organized and uploaded team resources on SharePoint.

Associate Content Manager (Freelance), MRM//McCann, Birmingham, MI

November 2018-February 2019

- Built global web pages with Adobe Experience Manager (AEM) 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 (Freelance), 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.
- Managed timelines and production of entire assembly line user manuals.

Other Experience/Skills

- WordPress, Google Suite, Microsoft Suite, Basecamp, NetSuite, SPSS, Qualtrics, CRM, and CMS experience
- Management and customer relations experience
- 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
- Copywriter intern at Driven Creative Supply Co.

Education:

Oakland University, Rochester, MI

August, 2017

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



References available upon request.