

Danielle M. Sullivan

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

Work Experience:

Digital Project Manager I D50 Media, I Chestnut Hill, MA I February 2022 - Current

- Create all company projects and manage task progress through Asana.
- Restructured the company's organization and procedure processes to improve workflow productivity.
- Created templates and system automations to streamline workflow and reduce opportunities for error.
- Collaborate with department heads to ensure no team is overburdened, and present solutions when logistical issues arise.
- Report to higher management on a regular basis to discuss status counts, workload summaries for employees, suggestions for task re-disbursement, updates on progress, and proposals.
- Train new team members, manage employee transitions, and provide applicable resources.
- Create, update, and maintain company resources such as company organization chats, timesheet management resource, and email lists.

Account Executive / Project Manager I One10 Marketing I Troy, MI I March 2021 - February 2022

- Worked directly with client to establish desired outcomes and appropriate timelines.
- Collaborated with GM's Integrated Brand Partners (IBP) to assist with the creation of resources.
- Tracked and implanted the creation and publication of accessory resources for GM applications.
- Updated materials published online for third party use (MAP policy, partner contact sheets, Mega PDFs, brochures).
- Assisted with the production of "Go to Market" materials (mastheads, OLA banners, dynamic ads).
- Followed ISO 9001:2015 quality management system (QMS) process (One10 Detroit office is ISO 1009:2015 certified).

Senior Digital Consultant I Shift Digital I Birmingham, MI I April 2019 - March 2021

- Project manager for the construction of new dealership websites.
- Built and maintained dedicated relationships with over thirty-five Toyota dealerships and resolved issues on their behalf.
- 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) I MRM//McCann I Birmingham, MI I 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.

Additional Skills/Experience:

- WordPress, Google Suite, Microsoft Suite (Word, PowerPoint, Excel), Basecamp, Prezi, Canva, Dropbox, NetSuite, Replicon, SPSS, Qualtrics, CRM, CMS management, technical documentation / creation of user manuals, managing timelines, and customer relations experience
- Technical writer for Creative Development & Design Group (CDDG)
- 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
- Copywriter intern at Driven Creative Supply Co.

Education:

Oakland University I Rochester, MI I Graduated August 2017

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

References available upon request.

