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# DANIELLE MATTHEW

COMMUNICATIONS &  
EMAIL TRAFFIC  
MANAGER

## PROFILE

I am an experienced social media & email traffic manager seeking a full-time position in the field of digital marketing & communications, where I can apply my knowledge and skills for continuous growth in this industry.

## CONTACT

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## EXPERIENCE

### 2017 LEAD EMAIL CAMPAIGN MANAGER

Data Axle | Jan 2017 - Present

- Choice Hotels:
  - Manage all email traffic, client campaign requests & client relationship for the CP Rewards program as an on-site consultant thru Dec. 2019.
- US Bank:
  - Manage lifecycle program maintenance and new trigger message development.
  - Work with 2 additional campaign managers on day-to-day tasks such as QA, revisions, and deployments.
- Assist with email development traffic and database migration with additional agency clients such as Marriott, Olive Garden, and Yard House.

### 2016 REGIONAL DIRECTOR OF DIGITAL MARKETING

MyCity Social | May 2015 - Dec 2016

- Managed social media accounts for over 30 clients in the Orlando & Tampa Bay area.
- Managed team of 4 between Orlando & Tampa offices.
- Created digital content for social, paid search, and website development.
- Developed digital marketing strategies that increased client reach by 100-200%.

### 2015 PRODUCTION ASSISTANT & SHOWCASE DIRECTOR

RAW: Natural Born Artist | May 2014 - June 2015

- Developed showcase events in Miami, Orlando, & Tampa Bay area by scouting talent and planning logistics.
- Marketed each event via social media with targeted campaigns.
- Managed 2-3 individuals day-to-day on each showcase and over 20 artists on day of each show.



## EDUCATION

BACHELOR OF SCIENCE, MAJOR IN SOCIAL SCIENCES  
MINORS IN MASS COMMUNICATIONS, AFRICANA  
STUDIES, POLITICAL SCIENCE, & SOCIOLOGY

University of Central Florida | 2009 - 2014



## SKILLS

Social Media Strategy



Content Writing



Project Management



Email Development



Digital Marketing



SEO and Google Analytics



Web Development



Client Services



Campaign Development



Adobe Campaign Standard

