





DANIELLE CAMPAGNA

MARKETING | ADVERTISING | DESIGN

CONTACT

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-  Weston, FL

SKILLS

Social Media Management
Website Creation
Salesforce
Call Tracking Metrics
Project Management
Adobe Creative programs
Problem Finder/Solver
Works Independently
Facebook Advertising
UX/UI Design
Public and Media Relations

EDUCATION

Bachelors of Fine Arts

University of Central Florida

2018 - 2021

Emerging Digital Media

Associates of Fine Arts

Broward College

2016-2018

Visual Academy of Art and Design

CERTIFICATES

Google UX Design
Google Digital Marketing
Google Analytics | Foundations

PROFILE

Hi there! I'm a self-motivated creative passionate about design and marketing. I excel at independent problem-solving and thrive on clear communication and collaboration. Seeking a remote role to unleash my creativity and problem-solving skills while exploring the world. Let's work together to make something special!

WORK EXPERIENCE

Social Media Manager

Centric Behavioral Health - Fort Lauderdale, FL

October 2023 - Present

- Crafted and curated social media primarily on Facebook and Instagram for Centric Behavioral Health (Main), Reign Residential Treatment Center, Prevail Recovery Center and Sanctuary Mental Health & Wellness
- Created and tracked numbers through CTM/Salesforce
- Utilized Facebook Advertising and the Meta Business Suite to conduct targeted experiments
- Employed strategic approaches to optimize ad performance, analyzing metrics and refining campaigns to achieve impactful results.
- Designed marketing print materials like brochures, business cards and flyers
- Produced and edited video content for YouTube and short form content (Tik Tok, Reels and YouTube Shorts)
- Worked independently in a hybrid work environment

Marketing Manager

Pocas International - South Hackensack, NJ

October 2022 - June 2023

- Created company branding (Travel Through Taste), collateral materials, tradeshow events, promotional strategies, and product commercialization.
- Developed and implemented marketing strategies to use for launches, rebranding campaigns, and promotions.
- Researched developing trends to stay updated with new ideas and marketing practices.
- Boosted brand awareness and generated leads while managing internal and external marketing campaigns and programs
- Wrote and distributed press releases to increase brand visibility
- Created and managed social media campaigns to increase brand engagement.
- Managed graphic designer with product design workflow, keeping up with product design trends and establish product lines
- Assumed dual responsibility as Marketing Manager and Graphic Designer for a period of three months. Seamlessly filling in for the vacant designer role, and successfully created compelling product designs and engaging social media content
- Successful website SEO optimization