

DANIELLE CAMPAGNA

MARKETING | ADVERTISING | DESIGN

CONTACT

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SKILLS

Graphic Design & UX/UI

Visual Design & Brand Identity Development
UX/UI Design & Wireframing
Web Design & Content Management
Design for Print & Digital
Video Editing & Motion-Based Content
Typography, Color Theory & Layout Design

Marketing & Growth

Digital Marketing Strategy & Campaign Execution
Social Media Management (Facebook, Instagram)
Paid Media & Facebook Ads
SEO Optimization & Website Performance Audits
Email Marketing & Newsletter Management
Analytics, Reporting & Performance Optimization
Brand Positioning & Go-to-Market Strategy

PROGRAMS

Graphic Design & UX/UI

Adobe Photoshop	Adobe InDesign
Adobe Illustrator	Figma
Adobe Premiere Pro	Canva
Adobe After Effects	Procreate

Marketing

Salesforce	Hootsuite
Google Ads	Facebook Ads
Amazon Content A++	Meta Business Suite
Call Tracking Metrics	Asana/Monday/ClickUp

EDUCATION

Bachelors of Fine Arts

University of Central Florida

Emerging Digital Media

Associates of Fine Arts

Broward College

Visual Academy of Art and Design

CERTIFICATES

Google UX Design
Google Digital Marketing
Google Analytics

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 graphic designer/marketing role to unleash my creativity and problem-solving skills. Let's work together to make something special!

WORK EXPERIENCE

Social Media Manager

Centric Behavioral Health - Fort Lauderdale, FL October 2023 - Present

Graphic Design Projects

- Designed digital and print marketing assets including social media graphics, brochures, flyers, and branded materials.
- Produced and edited video content for podcasts and social platforms.
- Audited and updated multiple websites to ensure visual consistency, usability, and accurate content.

Marketing Projects

- Planned, launched, and optimized multi-brand social media and paid Facebook advertising campaigns focused on engagement and lead generation.
- Tracked and analyzed performance using Salesforce and Call Tracking Metrics (CTM) to inform strategy and improve results.
- Managed bi-weekly email newsletters, audience growth, and cross-platform brand messaging.

Marketing Manager

Pocas International - South Hackensack, NJ October 2022 - June 2023

Graphic Design Projects

- Created brand identity systems, packaging, and marketing collateral for the "Travel Through Taste" brand.
- Designed product visuals, social content, and promotional assets aligned with current design trends.
- Temporarily assumed full graphic design responsibilities, delivering end-to-end creative solutions independently.

Marketing Projects

- Developed and executed marketing strategies for product launches, rebranding initiatives, and promotional campaigns.
- Increased brand awareness through integrated campaigns, press releases, and trade show promotions.
- Conducted trend and competitor research to guide positioning and go-to-market decisions.