

DANIELLE PETERSEN

CORPORATE MARKETING MANAGER

CONTACT

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EDUCATION

Bachelor of Arts & Sciences
English Literature Major
University of Iowa
2004 - 2008

Elk Horn-Kimballton High
Elk Horn, Iowa
2001 - 2004

SKILLS

- Strategic Planning
- Market Research
- Brand Management
- Rebrand Go-to-Market
- Budget Management
- Digital Marketing
- Website Design and Creation
- Campaign Management
- Team Leadership
- Communication
- Customer Focus
- Creative Thinking
- Project Management
- Networking
- Adaptability
- Sales Alignment
- Graphic Design - Adobe Suite
- Content Creation
- Copywriting and Editing

PROFILE

With over 10 years of experience as a Marketing Manager, I have successfully led dynamic teams and spearheaded the creation and launch of new brands. My expertise lies in developing comprehensive marketing strategies and executing them with precision, supported by detailed analytics that drive informed decision-making. I thrive in the ever-evolving marketing landscape, continuously adapting to new trends and challenges. My organizational skills ensure that every aspect of a campaign is meticulously managed, resulting in impactful and measurable outcomes.

WORK EXPERIENCE

CORPORATE MARKETING MANAGER PAULSCORP | 2016 - PRESENT

- Oversee all marketing, advertising and brand strategies for all departments throughout national company.. Manage and oversee over \$3 million advertising budget per year. Work directly with Director of Operations, COO, and President.
- Brand management for 32 different accounts, each sector of PAULS (Residential, Office, Industrial, Infrastructure, and Land), PAULS as a brand, and Pauls Collective as a sub-set brand.
- Create annual marketing strategies and budgets for each account. Run continuous analytics, make adjustments, work with sales team, work with executive team, and create successful campaigns.
- Creative design and development of logos, websites, online marketing (digital ads, email advertising, social media marketing), print advertising and print collateral, sales office display and marketing materials, customized event products and all interoffice presentations.
- Manage and delegate to internal marketing team as well as outsourced marketing, promotional product, and PR companies to assist with marketing needs. Give clear, concise direction on needs, timelines, design ideas and follow up regularly.

MARKETING COMMUNICATIONS | INTERIM MARKETING MANAGER OAKWOOD HOMES | 2014 - 2016

- Plan and strategize sixteen communities' yearly, monthly, weekly, and daily marketing campaigns. Launch new community openings and work directly with the sales. Manage community traffic numbers to prepare future marketing plans.
- Graphic designer for all print office collateral, online digital ads, newspaper and magazine ads, event promotion marketing, outdoor directional signage, and sales office interior set up designs.
- Manage marketing budgets, all vendor relations, and Marketing Coordinator position.
- Work directly with CEO on internal events and external sponsorships for all design and promotional needs.

MARKETING COORDINATOR OAKWOOD HOMES | 2013 - 2014

- Manage all social media operations; Facebook, Twitter, Pinterest, Google+ (at the time), YouTube, Houzz. (winner of 2014 & 2015 Social Media Campaign Denver MAME awards)
- Supply all sales managers and sales teams with print and digital collateral.
- Maintain all signage from billboards to road signage to individual home signs. This includes design, purchase, and install coordination.
- All entry work for company awards.
- Coordinate events for new community openings, new ways to drive traffic to existing communities, and create excitement for new plans/product being released.

VISUAL MERCHANDISING MANAGER FOREVER21 | 2002 - 2012

- Oversee all marketing company directives; including but not limited to: store floorsets every 6-8 weeks, mannequin presentations, window installations/banners, promotional launches, weekly floor updates to stay current on trends, stock room organization.
- Managed a team of fifteen.