

# DANIELLE PETERSEN

## Marketing Director

712-249-2347 danielle.petersen712@gmail.com Denver, CO  
marketingbydanielle.com linkedin.com/in/daniellepetersenmarketing/

### SUMMARY

---

Creative and strategic marketing leader with over 13 years of experience overseeing multi-channel campaigns, rebranding initiatives, and full-scale go-to-market strategies. Proven success managing over 30+ distinct accounts across various industries, including real estate, development, and property management. Adept at leading cross-functional teams, crafting compelling brand identities, and executing results-driven campaigns from concept to completion. Skilled in balancing big-picture thinking with detail-oriented execution, backed by a strong foundation in design, analytics, and leadership.

### EXPERIENCE

---

#### Marketing Director

PaulsCorp/Pauls Collective 2016-PRESENT

- Lead creative strategy and execution for over 30 unique brand accounts across multiple sectors: Residential, Office, Industrial, Infrastructure, and Land.
- Spearheaded full rebranding and re-marketing strategies for more than 35 accounts, including logo development, brand voice creation, website design, and launch campaigns.
- Manage a \$3M+ annual advertising budget and oversee planning, execution, and optimization of campaigns across digital, print, social, and physical spaces.
- Develop, implement, and analyze ongoing marketing strategies tailored to each brand's unique goals and market needs.
- Design and produce all marketing materials including logos, signage, print media, digital ads, websites, and promotional items.
- Oversee management of 30+ websites through PMS platforms, ensuring consistent brand messaging and functionality.
- Direct internal marketing team and collaborate with external partners including PR firms, ad agencies, and production vendors to meet strategic goals.
- Create and lead custom signage strategies from temporary wayfinding to permanent monument and billboard installations.
- Drive content creation for digital and social campaigns, focusing on brand growth and meaningful audience engagement.

#### Marketing Communications/Interim Marketing Manager

Oakwood Homes 2014-2016

- Directed strategic marketing campaigns for 16 residential communities, including new community launches, monthly promotions, and ongoing traffic-driving efforts.
- Designed all print and digital collateral: flyers, signage, sales office materials, online ads, and event promotions.
- Managed marketing budgets, vendor relationships, and coordinated execution with sales and executive teams.
- Collaborated directly with CEO on brand-related sponsorships, internal communications, and event planning.
- Elevated brand presence through thoughtful design and strong cross-team collaboration.

#### Marketing Coordinator

Oakwood Homes 2013-2014

- Managed the brand's social media platforms, earning back-to-back MAME Awards for Best Social Media Campaign.
- Produced and distributed marketing collateral to support sales initiatives and live events.
- Designed and executed all branded signage, including billboards and on-site community directional signage.
- Coordinated integrated marketing efforts for new product launches and community openings.

#### Visual Merchandise Manager

Forever21 2002-2012

- Led visual merchandising strategy and brand presentation for high-traffic retail environments, driving visual storytelling and product visibility.
- Executed national marketing initiatives, including floor sets, window installations, and promotional displays designed to influence shopper behavior and support upselling.
- Managed and trained large teams to ensure consistent, high-impact brand execution across multiple locations.

### KEY ACHIEVEMENTS

---

#### AWARD-WINNING CAMPAIGNS:

Led integrated, multi-channel campaigns earning back-to-back MAME Awards for Social Media Campaign of the Year, with cohesive execution across social, print, digital, and radio.

#### MANAGED BUDGET EFFECTIVELY:

Created, presented, and independently managed a \$3M+ marketing budget across 30+ accounts, securing investor approval and optimizing spend for performance and efficiency.

#### INCREASED LEAD GENERATION:

Increased lead volume across 30+ accounts by optimizing campaign strategy, adopting advanced marketing platforms, and implementing improved tracking and attribution tools.

#### ENHANCED DIGITAL AD CLICKS:

Google Ads Certified with 13+ years of experience managing META and Google campaigns, optimizing 30+ in-house ads to improve click-through rates and overall performance.

### SKILLS

---

Digital Marketing Strategy, Campaign Ideation & Execution, Social Media Marketing (Organic & Paid), Marketing Analytics & Data Interpretation, Performance Metrics & ROI Analysis, Budget Management & Forecasting, Team Leadership & Development, Brand Development & Brand Management, Creative Direction, SEO / SEM

### PASSIONS

---

#### MARKETING TRENDS:

I thrive on staying ahead in a constantly evolving marketing landscape, exploring new technologies, processes, and strategies to refine how campaigns connect with audiences.

#### ANALYTICS:

I am data-driven, using insights to optimize campaigns and measure impact. In marketing, where creativity is subjective, data provides the clarity needed to make the right decisions.

### EDUCATION

---

#### BACHELOR OF ARTS & SCIENCES

English Literature Major  
University of Iowa  
2004 - 2008