



# Danna Elizabeth Schwerdt

## MARKETING POLYMATH

Copywriting | Strategy | Design

### Contact Details

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www.dannaelizabeth.com

### Skills & Abilities

- Adobe Creative Cloud
- Microsoft Office Suite
- CMS: Joomla, Wordpress
- CRM: Salesforce
- Marketing Automation: Pardot, MailChimp, Hubspot
- SEO, GA, Tag Manager
- Project Management
- Market Research
- Digital Marketing
- Content Management
- Social Media Strategy
- Copywriting/Editing
- Graphic Design
- UX Design
- Reporting & Analysis

### Experience

#### Marketing Specialist

Mark Andy, Inc. | March 2020-July 2020

- Develop, maintain within CMS, and optimize newly-implemented content calendar
- Write, edit copy and design assets for blogs, emails, social media, collateral
- Managed online presence and reputation for Facebook, Twitter, LinkedIn, and YouTube

#### Marketing Communications Specialist

Graybar Electric, contract position | October 2019-March 2020

- Content writing and editing for internal/external communications
- Webinar coordination and execution for national vendors/suppliers to support overall marketing program strategies
- Strategy conceptualization and execution for customer nurture campaigns

#### Technical Content Writer & Strategist

Natoli Engineering | December 2018-October 2019

- Copywriter and editor for technical publication articles, blogs
- Management of media relationships, placement, and budgeting
- Developed and executed social media campaigns for increased brand awareness
- Sales enablement support for domestic & international sales representatives

#### Content Writer

Tech Electronics | March 2018-December 2018

- Curator of solution- and value-based messaging utilized by sales and service teams
- Research, writing, and implementation of branding campaigns delivered via marketing automation
- Production of SEO-friendly, compelling copy and visuals for blogs/social media

#### Adjunct Professor

Webster University | August 2017-March 2018

- Developed engaging, educational introductory level curriculum for graphic design course
- Mentored students 1-on-1 to ensure understanding and ability with applications covered (InDesign, Illustrator, Photoshop)

#### Creative Marketing Specialist

Ungerboeck Software International | November 2015-July 2017

- Copywriter: curation of 75+ blogs, success stories, infographics, ebooks, white papers; content featured on external industry sites
- Social Media Manager: increased Twitter following by 34% and added over 500 LinkedIn followers with targeted social promotion
- Digital Content Manager: Responsibility for content calendar, maintenance of site via CMS
- Trade Show/Conference Support: design of collateral, booth, and giveaways

### Education

#### Webster University

Bachelor of the Arts in Advertising & Marketing Communications

- Completed in May 2011
- Certificate in International Studies, Minor in Human Rights
- Study abroad experience, Leiden, the Netherlands | Spring 2009