

# DANIELLA DELOATCH

## CONTENT MARKETING & COPYWRITING

### CONTACT



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### PORTFOLIO



[DANIELLADELOATCH.COM](https://danielladeloatch.com)

### PROFILE

Driven and adaptable marketing professional with 7+ years of experience in content marketing for multi-brand businesses. Seeks to provide strategic SEO-driven content marketing solutions to generate and nurture leads.

### EDUCATION

**MASTER OF ARTS, INTEGRATED  
MARKETING COMMUNICATION**  
FLORIDA STATE UNIVERSITY  
2018

**BACHELOR OF ARTS, DOUBLE  
MAJOR IN COMMUNICATION AND  
ENGLISH**  
FLORIDA STATE UNIVERSITY,  
2016

### EXPERIENCE

#### CONTENT MARKETING MANAGER

ASPECT SOFTWARE

JULY 2024 - PRESENT

- Utilize web analytics and performance metrics to continuously refine and optimize content effectiveness for targeted audiences
- Simplify and explain technical industry challenges and concepts into clear, compelling content on a bi-weekly basis for blog and social
- Co-produce and co-execute content strategy across multiple channels, including web, social, and email
- Manage relationships with internal contributors and external agencies for social media, podcasts, and research
- Collaborate cross-functionally to ensure projects like case studies, webinars, and UX copy are supported with brand-aligned messaging

#### CONTENT MARKETING SPECIALIST II

CHARTERUP

JULY 2018 - JULY 2024

- Generated sales leads through organic traffic from long-form web pages, blog posts, and partner sites
  - Contributed to team effort of reaching 100% YOY growth for sales leads between 2022 and 2023
  - Contributed to generating \$1.2B in sales leads over 2023
- Developed targeted content to maintain and boost brand visibility to high-ranking search engine spots
- Collaborated with a team of marketing specialists to develop multi-channel content strategy for B2C and B2B brands
- Followed SEO best practices to update and maintain content for 20+ major brand sites and microsites

#### MARKETING AND COMMUNICATIONS INTERN

FLORIDA STATE UNIVERSITY, COLLEGE OF FINE ARTS

JAN 2016 - MAY 2018

- Co-managed nine of the College's WordPress sites and social media accounts
- Composed daily digital content highlighting department events and accomplishments
- Assembled multi-department content for monthly newsletters distributed via MailChimp

### TECHNICAL SKILLS

B2B and B2C Content Writing

Editing

SEO Content Strategy

Content and Website Management

Beginner HTML/CSS

Beginner Adobe Suite

Creative Writing

WordPress

Mailchimp

Canva

Asana

SEMRush

Google Analytics and Search Console

Beginner Figma

### CORE COMPETENCIES

Interpersonal Communication

Collaborative Teamwork

Self-motivated

Quick Learner

Research-focused

Adaptable

Problem Solver