

DANIELLE SHEPARD

DIGITAL MARKETING SPECIALIST

Passionate about creating aspirational demand with relevancy & a sense of urgency that directly results in conversions

REACH ME AT

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ACADEMIC EDUCATION

UNIVERSITY OF GEORGIA

Bachelor of Business Administration in Marketing, August 2017

- GPA: 3.5/4
- Minor in History
- Studied abroad in Cortona, Italy for International Business & Italian Culture courses
- Public Relations Coordinator & Recording Secretary of Gamma Sigma Sigma Chi Chapter, national service sorority
- Task Force Committee Member of Public Relations Student Society of America, Drewry Chapter

SKILLS & CERTIFICATIONS

- Member of AMA Tampa Bay
- Member of the Junior League of Tampa
- Google Analytics Certification
- Hubspot Email Marketing Certification
- Proficient in Google Ads (Search & Display)
- Proficient in WordPress
- Proficient in Adobe Photoshop & Illustrator
- Proficient in email marketing platforms MailChimp & MailDog
- Proficient in social listening tools Meltwater & Cision
- Experience in agency management
- Experience in video production (iMovie)
- Experience in Adobe Dreamweaver

CAREER SUMMARY

DIGITAL MARKETING SPECIALIST

ZooTampa at Lowry Park | Feb 2018 - Present

- Utilize analytics to measure IMC campaign success including email metrics, social media, Google Analytics & Google Ads
- Monitor domestic market trends, insights & analytics, research consumer markets & competitor activities to stay relevant
- Develop social media strategies & voice to reach new audiences such as millennials and tweens with tactics including more video content & an organic Instagram presence with a consistent aesthetic. Increased Instagram following by 35% & Facebook by 5,000 in 8 months
- Identify and work with bloggers & social media influencers to promote the Zoo as a popular tourist destination. Highlights include: @Dr.EvanAntin, @WhatLolaLikes & @USWNT
- Assist with the creation of communication briefing documents such as press releases, media alerts & talking points
- Served as Project Coordinator for the launch of Roaring Springs, the Zoo's new family water adventure & first phase of the Florida Realm expansion
- Manage PR Coordinator - ensure growth, development by attending training sessions, weekly check-in meetings & assigning responsibilities on key projects
- Assist drafting & distributing crisis response/statements for the Zoo & communicating directly with media, donors, board members, employees & consumers

BRAND COORDINATOR

ZooTampa at Lowry Park | Oct 2017 - Feb 2018

- Project Coordinator for the rebranding of ZooTampa at Lowry Park (formerly Tampa's Lowry Park Zoo), leading a cross-functional team of PR, marketing, events and operations to execute a seamless transition
- Used creative storytelling & designed impactful visuals to create aspirational demand (graphic design of in-park signage, print & collateral)
- Collaborated with digital marketing teams to ensure brand aesthetic & voice were consistent on social media channels, consumer emails and website.
- Maintained a departmental budget of over \$1 million.

MARKETING & PROMOTIONS INTERN

Georgia Aquarium | May 2016 - Aug 2016

- Assisted Marketing team plan, prepare, and execute on-site guest enhancement events and fundraising events
- Created necessary pre-event and post-event materials, such as Run of Show and Recaps, for over 10 events and submitted various internal department requests