

# Marie A. Daland, MA

San Diego, CA 92109  
mariedaland.com | linkedin.com/in/mariedaland

Data-driven and well-rounded writer and editor looking to utilize my strengths in content strategy and development with my passion for engaging audiences through authentic storytelling.

## QUALIFICATIONS & SKILLS SUMMARY

- ✓ Exceptional written & verbal communication skills with strict adherence to APA Format & AP Style
- ✓ Solid experience in creating/managing a content calendar for organic and paid social media
- ✓ Proven industry experience in UX content in addition to B2C & B2B lead-generation efforts
- ✓ Strong leader with effective problem-solving skills and collaborative nature (team player)
- ✓ NIST-UPLR certified creative content developer with experience in packaging, SEO, blogs & social media
- ✓ Engaging educator with experience in developing collegiate-level curriculum & course rubrics

## PROFESSIONAL EXPERIENCE

### 2/2015 – Present | Sr. Yoga Instructor, Corepower Yoga

- Certified in Ashtanga yoga, developing & teaching vinyasa, hot yoga & yoga sculpt sequences
- Experienced teacher training coach & studio leadership

### 8/2019 – 3/2020 | Sr. Marketing Communications Manager, CV Sciences, Inc.

- Wrote & edited UX content, direct response copy, SEO blog articles, social media captions & press releases
- Served as chief editor to ensure omni-channel messaging is compliant, effective & compelling
- Oversaw content, brand & PR strategy for customer, partner & investor-facing communications (B2c & B2B)
- Managed content calendar & increased social media following by 20% across major channels in 6-month span
- Led strategy & implementation for social media (and influencers) to drive conversion & lead generation
- Managed relationship & collaborated with external & internal stakeholders to align team deliverables
- Mentored & trained team members, contributing to their growth in professional endeavors

### 6/2018 – 8/2019 | Marketing Communications Manager, American Council On Exercise

- Managed content strategy & implementation for all digital communications, including paid & organic social
- Increased social media following by 30% across major channels in 12-month span
- Managed social media/content marketing & blogger team, including partner/vendor/contractor contracts
- Oversaw project briefs & kickoff meetings with internal team & external stakeholders
- Managed editorial process to ensure consistency of brand & messaging across all content
- Tracked & reported on KPIs & implemented data-driven learnings to drive sales

### 11/2017 – 5/2018 | Content Strategist/Copywriter, Intuit (Contract)

- Wrote SEO/UX copy (content design) for site pages, (B2c & B2B) email campaigns & digital/display ads
- Presented to stakeholders, content design explorations & hypotheses for A/B & dry testing
- Managed collaborative efforts with UX design, research, web developers, project managers & stakeholders

### 1/2016 – 11/2017 | Marketing Manager, ARCTIC ZERO, Inc.

- Wrote/edited UX & SEO content, direct response marketing copy, blog articles & email newsletters
- Developed & implemented digital content strategy (social media, paid ads, CRM campaigns & blog)
- Increased social media following by over 50% across major channels in 12-month span
- Managed social media team, including all external partners & contractor agreements

### 7/2014 – 10/2014; Adjunct Professor, Art Institute of California- San Diego

- Course taught: ADVA304, Writing for Interactive Media (Web Copywriting/Content Production)

# Marie A. Daland, MA

San Diego, CA 92109  
mariedaland.com | linkedin.com/in/mariedaland

## 2/2014 – 12/2015 | Sr. Marketing Consultant, LPL Financial

- Served as main copywriter for print & digital content (UX, SEO, PPC & social media)
- Developed & managed content strategy for site & B2B microsites, optimizing content to improve UX
- Presented demonstrations/trainings for internal & external parties (advisors, vendor partners)
- Managed & facilitated Marketing Regulatory Review (MRR) for all content/deliverables

## 9/2013 – 2/2014; Content Strategist/Copywriter, Intuit (Contract)

- Wrote SEO/UX copy for landing pages, in-product pages & display ads, optimizing site & mobile UX
- Translated audience-driven sales messaging into clear & actionable copy & tracked A/B & dry testing
- Conducted consumer research & lab (UAT) to improve UX & optimize UI across mobile & desktop platforms

## 1/2011 – 12/2013; Adjunct Professor, San Diego Mesa College & San Diego Miramar College

- Courses taught: COMS103, Oral Communication; COMS180, Intercultural Communication

## 11/2010 – 7/2013; Sr. Copywriter, Petco Animal Supplies, Inc.

- Wrote UX & SEO content (landing pages, educational articles, product descriptions & site promos)
- Wrote B2B copy for packaging, printed advertisements & in-store sales education content
- Developed & managed editorial process for routing project proofs across the organization
- Managed compliance & product registration submissions for legal & CPG regulatory review
- Developed & implemented brand messaging strategy for new products/programs
- Wrote long-form & short-form external marketing copy and internal employee communications
- Conducted keyword research & implemented SEO strategy to increase organic site traffic

## 1/2009 – 5/2010; Graduate Teaching Associate, Instructor, San Diego State University

- Course taught: COM103, Oral Communication

## 6/2007 – 6/2008; Marketing Programs Coordinator, Covario, Inc.

- Wrote B2C & B2B copy for digital & print collateral, press releases, & event marketing & email campaigns
- Managed & facilitated monthly webinars & other B2B sales supporting, lead-generation efforts
- Served as CRM administrator & managed Salesforce implementation & led internal-user training

## **EDUCATION**

- 2010 – Master of Arts, Communication, San Diego State University
- 2003 – Bachelor of Arts, Mass Communication (*Emphasis in Advertising*), San Diego State University
- 2017 – Google Analytics course completion certification
- 2014 – RYT-200 (Yoga Alliance Registered Yoga Teacher)

## **SOFTWARE EXPERIENCE** (fluency in Apple Macintosh iOS/ Windows OS)

- Microsoft Office Suite | Word, Excel, PowerPoint, Outlook
- CRM | Salesforce SalesCloud, Infusionsoft
- CMS | Wordpress, Adobe CQ5, Drupal, UMBRACO
- Creative | InDesign, Photoshop, Illustrator, Dreamweaver, iMovie, Sketch, Lumen5
- Email | Marketing Cloud, Eloqua, Constant Contact, Vertical Response, MailChimp, Exact Target
- Project Management & Collaboration | Wrike, Zeplin, Trello, Rally, JIRA, Asana, Basecamp
- Social | Social Cloud, Meltwater Engage/Explore, Hootsuite
- Media Relations | Intrado, Meltwater, Hubspot