

## Dana Nobile

Marketing Strategist

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### Professional Summary:

Marketing professional carrying nearly ten years' experience with a specialty in account management. Campaign strategy efforts yield an average of 50% increase in social media engagement, 30% increase in website traffic, and 20% increase in new lead generation. Successful email automation strategist, who earned eCommerce company \$15,000 revenue in one month (three times the historical record).

### Skills:

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|------------------------|--------------------|-------------------------|
| • Campaign Strategy    | • Lead Generation  | • Google Search Console |
| • Content Marketing    | • Keyword Research | • Google Analytics      |
| • Inbound Marketing    | • Blogging         | • Facebook Bus. Mngr.   |
| • Buyer Personas       | • Hubspot          | • WordPress             |
| • PPC Strategy         | • Moz/ SEM Rush    | • Canva                 |
| • Competitive Analysis | • MailChimp        |                         |
| • Email Automation     | • HTML/CSS         |                         |

### Certifications:

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|-------------------------------------|-------------------------------------|
| • Hubspot, Growth Driven Design     | • HubSpot, Email Marketing          |
| • HubSpot, Inbound Marketing        | • HubSpot, Social Media Marketing   |
| • HubSpot, Inbound Marketing Agency | • Google, Advanced Google Analytics |
| • HubSpot, Contextual Marketing     | • SEM Rush, SEO Fundamentals        |
| • HubSpot, Marketing Software       | • SEMRush, Keyword Research         |

### Professional Experience:

Postali | Remote Marketing Agency

Jan. 2020 - Current

#### Content Writer

- Responsible for researching, crafting and editing blogs for legal marketing agency
- Duties include performing keyword research to increase SEO and organic brand awareness
- Blog topics range from attorney resources to marketing tactics applicable to the legal industry

Pure Dental Brands | St. Petersburg, FL

December 2018 – January 2020

#### Senior Marketing Account Manager

- Increased social media engagement by over 50%, and website traffic by 40% via lead generation tactics, landing pages, paid ads and email automation
- Responsible for directing corporate marketing department of Dental Service Organization servicing 60+ practices across the US, in 9 states with annual marketing budget of 2.8 million
- Counseled CEO on all marketing initiatives and responsible for driving marketing strategy
- Recruited and managed relationships with outside agencies, freelancers and consultants
- Created and implemented annual marketing strategy to grow revenue via website management,

- email campaigns, social media, direct mail, local advertising, reputation management, Google Listings, Google Ad Words, PPC, SEO, SEM
- Lead website production projects from inception to launch by partnering with content creation, design, development, SEO and video production teams

Lead by Sales, LLC | Tarpon Springs, FL

November 2017 – December 2018

**Content Marketing Manager**

- Increased social media presence (engagement, followers, leads) by 75%
- Executed email automation campaign to existing customers which earned 15K in revenue
- Responsible for developing and implementing creative content strategy for two in-house brands
- Directed projects and managed creative team including videographer, graphic designer, blogger, web developer, web designer, and digital ad spend agency
- Crafted and implemented workflow of projects, and content calendars, measuring metrics of success for each campaign
- Coordinated, planned and oversaw photo and video shoots

Marketing 2 Go | Remote Marketing Agency

November 2014 – November 2017

**Marketing Account Manager**

- Average increase of 30% in lead generation for each account
- Developed and executed marketing plans, content calendars and branding strategies for both B2B and B2C industries across multiple outlets including social networks, email campaigns, blogs and landing pages
- Focus areas of accounts: Real estate, property management and legal
- Developed, implemented Facebook and Instagram ads via Ads Manager
- Responsible for negotiating contracts and creating media packages within client's budget
- Strong ability to multitask and manage multiple brands, while developing deep understanding of a variety of business structures

Home & Self Defense Specialists | Palm Coast, FL

December 2010 – November 2014

**Co-Owner and Marketing Manager**

- Average annual sales increase 20% YoY via marketing efforts, and increased social media engagement by 80% overall. Promoted CWP classes via social media and print ads- increased average class average from 5 to 25 students, netting increase of over 2K per class
- Launched opening of a new retail and eCommerce store, including negotiating vendor contracts, buying inventory, competitive analysis, store layout/design, conceptualizing website
- Developed and led the execution of marketing and eCommerce plan among various customer segments and channels
- Managed all social media channels, maintained and managed company website, and designed and implemented email marketing campaigns
- Sought, established and managed vendor relations with wholesalers and outside advertising agencies
- Prepared collateral and strategy for trade shows to capture new leads
- Managed P&L statement and budget for entire company

Marriott Properties | Long Island, NY

June 2006 – December 2010

**Marketing Coordinator**

- Responsible for assisting Director of Sales & Marketing in advertising initiatives
- Managed the property's website
- Assisted in choosing ideal advertising platforms and drafted necessary items for each, including radio ad scripts, print design and digital marketing materials
- Represented brand and created print brochures and collateral for bridal expos as well as coordinated and manage on-site trade shows; and assisted with marketing content calendar

### **Pre-Professional Experience:**

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Hearst Publications | New York, NY Jan. 2006 - June 2006 | Intern  
Tallahassee Bride Magazine | Tallahassee, FL Dec. 2003 – May 2004 | Intern  
FSView FSU College Newspaper | Tallahassee, FL Jan. 2004 – May 2006 | Staff Writer

### **Education:**

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Florida State University | Bachelor of Science Degree | Marketing | 2006  
University of Central Florida | Certification | Web Development & Coding Bootcamp | 2020