

DANIELLA HERRERA-GUTIERREZ

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PROFESSIONAL SUMMARY

Creative and strategic marketing professional with agency experience managing national client accounts and executing cross-channel campaigns that drive measurable results. Skilled in content creation, social media management, campaign coordination, client communications, and performance reporting for brands in the automotive, agricultural and technology sectors.

MARKETING EXPERIENCE

Account Coordinator, EP+Co, *Greenville, SC*

April 2024 -August 2025

- Manage day-to-day operations for two client accounts, ensuring timely execution of 10+ campaigns over 12 months and consistent client satisfaction
- Coordinate cross-functional teams to deliver digital and traditional marketing initiatives, from creative brief to final delivery
- Track and analyze performance metrics, using insights to optimize campaigns and present strategic recommendations to clients
- Develop client-facing materials, including reporting decks, campaign recaps, and project timelines to support business objectives and relationship growth

Marketing Strategy Manager, Nissi Auto Sales, *Greenville, SC*

January 2023-June 2024

- Regulated all paid and organic media for Meta Business Suite Assets, boosting monthly reach by 5.2K%
- Strategically allocated marketing budget, resulting in 89% increase in Facebook and Instagram page visitors
- Managed Google Analytics, SEO, and content management system for robust online presence
- Crafted multilingual copy and media on social platforms increasing content interactions by 495%
- Optimized company website to allow for mobile-responsive interface

Marketing Consultant, Product Genius AI, *Boston, MA*

August 2023

- Crafted organic video content for eCommerce trade shows using audio and video editing software such as Microsoft Clipchamp and Adobe Premiere Pro

B2B Marketing and Events Intern, The Leading Hotels of the World, *New York, NY*

June 2022-August 2022

- Developed and presented a loyalty membership program for the company's B2C clients
- Audited 200+ luxury hotels and resorts across various travel trade platforms to enhance B2B efficacy
- Consolidated logistics for 300+ scheduled events to procure the company's official 2023 calendar

Social Media Intern, In Common, *New York, NY*

May 2022-July 2022

- Shaped brand's digital strategy by crafting niche content reflecting brand voice, values, and industry trends
 - Organized 2 pop-up events and showcases in the Northeast
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EDUCATION

Bentley University, Waltham, MA, *Bachelor of Science, Marketing, Cum Laude*

September 2023

- Cum Laude, President's List (Spring 2022, Fall 2022), Dean's List (Fall 2019, Spring 2020)
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ADDITIONAL INFORMATION

Advanced Technology Skills

- **Creative:** Canva, Adobe Creative Cloud (Photoshop, Premiere Pro, Lightroom, Acrobat Pro), Microsoft Clipchamp **Digital Marketing:** WorkFront, HubSpot, Meltwater (Social Media Listening) **Social Media:** Meta Business Suite, Social Media (Instagram, Facebook, LinkedIn, Twitter, TikTok, Pinterest, Discord, Twitch, YouTube, Etsy) **Statistical/Analytical:** SPSS, Qualtrics, R-Studio **Other:** Microsoft Office Suite (Word, Powerpoint, Excel, Access, Outlook)

Languages

- Bilingual in English and Spanish; Conversational Proficiency in French