

# Dennis McCarthy

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## DIGITAL MARKETING CONTENT STRATEGIST

Marketing leader with 10+ years driving measurable audience growth and brand engagement across digital, social, and print. Proven track record increasing readership 25%, boosting social engagement 40%, and growing ad revenue through targeted campaigns. Skilled in digital marketing and content strategy, content creation, SEO, and cross-functional team leadership.

## SKILLS & TOOLS

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| <ul style="list-style-type: none"><li>• Integrated Campaign Management</li><li>• Brand Storytelling</li><li>• Content Marketing</li><li>• Digital Advertising</li><li>• Social Media Strategy</li><li>• Email Marketing</li><li>• PR &amp; Media Relations</li></ul> | <ul style="list-style-type: none"><li>• Community Engagement</li><li>• Copywriting &amp; Editing</li><li>• Adobe Creative Suite. (PS, ID, Ai, XD)</li><li>• Print &amp; Digital Media Design</li><li>• Figma</li><li>• CMS Management</li><li>• SEO Optimization</li></ul> | <ul style="list-style-type: none"><li>• WordPress</li><li>• HTML, CSS, Basic JavaScript</li><li>• Meta Business Suite</li><li>• Google Analytics</li><li>• Cross-Functional Team Management</li><li>• Relationship Building /Collaboration</li><li>• Strong Presenter</li></ul> |
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## PROFESSIONAL EXPERIENCE

### Content Designer, Advertising Manager (Marketing Communications Lead)

MIRROR PUBLISHING CO. INC., MAUMEE, OH

05/2015 – 08/2025

- **Increased audience engagement** for a weekly publication with 10,000+ paid subscribers by leading end-to-end design, editorial, and production for 500+ consecutive issues – delivered 100% on time with zero missed deadlines.
- **Grew and retained 400+ advertising accounts**, generating recurring revenue and strengthening long-term partnerships through targeted campaigns and consultative selling.
- **Directed cross-channel marketing strategy** – integrating print, web, and social media – to align content with audience interests, boost reach, and drive measurable engagement growth.
- **Optimized website and social media presence** using SEO best practices, performance analytics, and audience insights to refine messaging and increase traffic.
- **Managed creative direction and brand consistency**, overseeing visual content, supervising production timelines, and collaborating with editorial, advertising, and technical teams for cohesive storytelling.
- **Leveraged client and reader feedback** to inform editorial planning, advertising strategy, and new content initiatives, improving audience satisfaction and advertiser ROI.

### Creative Director

USA PATRIOTS, CAPE CORAL, FL

03/2023 – 04/2024

- **Directed national nonprofit's public relations and storytelling strategy**, aligning all creative content with mission and brand guidelines.
- **Led design and production** of digital campaigns, website assets, and multimedia storytelling, increasing supporter engagement and donations.
- **Collaborated with executive leadership** to develop a cohesive brand identity and editorial voice across all digital and print touchpoints.
- **Produced compelling layouts, photo, and written content**, strengthening community connection and visibility.

### Creative Director

HOPE UNITED, WHITEHOUSE, OH

11/2019 – 03/2022

- **Designed and implemented creative campaigns** to raise awareness of the organization's programs, resulting in increased community engagement and volunteer participation.
- **Developed and managed website content, social media presence, and marketing materials**, ensuring alignment with brand identity.
- **Collaborated with leadership and program teams** to create messaging that supported fundraising goals and program outreach.
- **Introduced new design processes and templates**, improving production efficiency and brand consistency.

## EDUCATIONAL BACKGROUND

**Bachelor's Degree, Journalism, Marketing** – BOWLING GREEN STATE UNIVERSITY – BOWLING GREEN, OH