

Danielle Syse

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EXPERIENCE

Google via Adecco - Program Manager

JANUARY 2022 - PRESENT

Program Manager for community growth and engagement for the Open Source projects associated with multiple products in Google Cloud's Data Analytics portfolio, specifically Apache Beam, Apache Airflow, Apache Spark, Dataflow, and CDAP collectively representing over \$XXX million in business annually

- Plan and execute paid and organic video, image, and text creative across social platforms to promote OSS project events and socialize new features, leading to an 6% increase in Maven Central Java downloads and a 48x increase in Go package downloads for Apache Beam
- Lead organizer for Beam Summit hybrid event, including managing upkeep of priorities, attendee outreach, event logistics, vendor management, and leading internal stakeholder meetings with Beam Summit planning committee and external vendor event management team
- Improve and develop Apache Beam business processes as the main POC for Beam Meetups, Beam College, website development, Github blog posts, email cadence, community outreach, etc.
- Increased annual Beam Summit registrations via product marketing management by 17.2x since 2019 and 62% since 2021

Amazon - Creative & Campaign Manager

FEBRUARY 2021 - JANUARY 2022

Primary POC and project manager working directly with advertisers, external stakeholders, and internal Amazon partners throughout complex campaign executions with over \$1MM in media spend for PepsiCo 2021 fiscal year

- Consult and strategize with Pepsi executives on creative strategy leveraging historical advertiser and industry data to deliver high quality engagements
- Develop data impact and lead process/product improvement projects with internal and external stakeholders (i.e. working with product team to refine current tools and products) to improve cross-vertical/cross-locale efficiency
- Lead and advised internal team and clientele for Pepsi's marketing campaign at all aspects including design, ad-ops, sales, quality assurance, finance, account management teams
- Mentored clients and peers on Amazon products (including but not limited to Alexa, Shopping Ads, Fire TV, etc) and policies as well as industry trends to help optimize KPIs
- Pitched and secured additional \$300K in budget for experimental closed-beta Fire TV ads for Propel that lead to a 35% increase in purchase rate, a 14x increase in ROAS, and a 1.8x subscribe-and-save increase
- Developed Alexa Audio Voice Service advertising beta opportunities with Amazon product team as a Subject Matter Expert that led to the first sale of \$500K in media Q4 revenue from PepsiCo

Led paid search, paid social and sponsored search teams across 6 cost per goal & e-commerce clients including but not limited to financial institutions, food and beverage, and entertainment industries: Chicago Board of Options Exchange, Old Wisconsin, Buddig, Rivers Casino, OANDA, ADMIS, True Value

Fusion92 - Media Manager

JANUARY 2020 - FEBRUARY 2021

- Increased annual gross media budget by \$250k for SEM via various pitches and performance
- Reported media findings and strategy suggestions to clients on a recurring basis
- Managed daily optimization schedules and increase performance for all accounts for paid search on major search engines, paid social, and sponsored search for grocery delivery
- Led paid search team, new hires and interns with best practices and techniques for paid media
- Increased ROAS by 58% for Buddig Sponsored Search campaigns within a month

Managed 13+ SEM accounts with a focus on keyword prioritization strategies across the pharmaceutical and E-Commerce industry with over \$2MM in gross SEM media spend. Clients included: Takeda, Medline, Dollar General, Treasury Winery, Greenwich Biosciences, Pure Storage, etc.

Good Apple - Paid Search Manager

MAY 2018 - JANUARY 2020

- Secured a \$300k increase in incremental budget to utilize on SEM campaigns while improving monthly lead generation by 30% through strategy and optimization
- Provided reporting on a monthly and quarterly basis to clients including but not limited to language insights, performance data, and yearly strategic objectives
- Managed day to day contact with clients, various support agencies, and legal teams Analyzed and translate quantitative/qualitative data from SearchAds 360, Google & Microsoft Ads, & Google Analytics into strategic recommendations
- Implemented PPC strategies including geo-targeting for NPI Targets & conferences Assist in training employees for Good Apple SEM capabilities and tactics

SKILLS

SEM/SEO/Social

Programmatic Marketing

Salesforce

Statistics

HTML/CSS

Adobe Creative

Excel

Data Analysis

Stata

SQL

Graphic Design

Data privacy

Spanish

Amazon Ads

Software Product Marketing

Event Management

R Language

Sponsored Search

EDUCATION

JUNE 2022 - PRESENT

Northwestern University, Kellogg — Certificate in Agile Project Management

SEPTEMBER 2014 - MAY 2018

University of Wisconsin - Madison — *B.A. Journalism*
with concentrations in Reporting and Strategic
Communications, B.A. Sociology, Certificate of Digital Studies