

Danielle Bruce

Profile

Experienced marketing professional with over 10 years of experience in growth and targeted communication strategy. Goal-driven professional with a proven track record of establishing strategic action plans, customer acquisition, and cross-channel marketing within a fast-paced environment.

Employment History

Marketing Director, Duggal Visual Solutions, New York City

FEBRUARY 2017 – PRESENT

- Managed and developed Duggal's growth marketing strategy across two main brands, [Duggal Visual Solutions](#) (B2B), [ShopDuggal.com](#) (D2C).
- Assisted senior management with strategies, including multi-year strategic planning, department communication, environmental and CSR analysis, ad-spend, department budgets, multichannel road map, and digital commerce strategies.
- Created overall e-commerce holiday product marketing strategy incorporating google ads, social media, email marketing to increase user website traffic by 138% and web sessions by 95%.
- Optimized e-commerce product marketing strategy and user experience to increase average sales growth each quarter by 72.2%.
- Developed the marketing content calendar for monthly organization, planning, and delivery for Duggal and Shop Duggal.
- Established event trade show marketing and CRM lead generation plan to generate over 800 new leads and \$341k in new business.
- Mentored and management of 4 employees and digital agency team relationships.
- Transformed B2C email strategy by implementing and management of new Marketo marketing automation software for segmented marketing campaigns to increase readership by 8%.
- Communication with company-wide stakeholders for a sustainable green printing task force to implement business corporate social responsibility standards and environmental reporting to increase Ecovadis level rating by 17% in 12 months.
- Management of new business website content for [Duggal.com](#), [Duggalgreenhouse.com](#), and [Shopduggal.com](#) web page improvements.

Freelance Creative Designer & Marketing Strategist, Sydney

SEPTEMBER 2015 – FEBRUARY 2017

- Specialization in logo designs, business collateral, social media marketing, website design, email templates and e-business solutions for small businesses.
- Partnering and collaboration on building comprehensive digital marketing plans.
- Creative and strategic design for web, collateral and branding.
- Previous clients include; Bicycle Network, Warringah Triathlon Club, For My Family Nutrition, Little Devils, Corvid Copywriting and iConstruct.

Trade Marketing Assistant, Bauer Media, Sydney

NOVEMBER 2011 – APRIL 2016

Details

646-467-1528

daniellemargaretbruce@gmail.com

Links

[Website](#)

[LinkedIn](#)

Skills

Data Analytics

Email Marketing

Customer Insights and Analytics

Brand Positioning

Cross-channel Marketing Strategy

Excellent Communication Skills

Budgeting

A/B Testing

- Developed performance analysis of key metrics for industry communication 'Network News' and best practice personalized communication strategy to achieve a 17% increase in readership.
- Evaluated marketing strategies on google analytics and generated company insights to implement new database strategies.
- Created competitor analysis and understanding of B2B audience segments and market positioning.

Achievements

Demonstrated Strengths

- Analyzing sales and customer behavior trends for marketing programs.
- Social media strategy and scheduling program plan.
- Creative email communication implementation and strategy marketing plans.
- Ability to identify and segment target audiences and utilize this information to create sales, product marketing plans, and strategies across key business sectors to cover customer retention, customer acquisition, and brand positioning.
- Digital marketing and promotional product plans.
- Designer of email layouts, social graphics, website design, and light video editing.

Business Development

- Booth design and marketing activation at [Photoville's Annual Outdoor Photography Festival](#) from 2017 to 2020.
- Launched partner marketing and business development plan fundraising initiatives for NYC nonprofit organizations, [NYC Salt](#), [Yamba Malawi](#), [Super Power of Me](#), and [Faces of Harlem](#).

Technology Skills

- Social Media Management Programs: Hootsuite, Sprout Social, Curalate, Pixlee
- Email Service Providers (ESP) - Mailchimp, Exact Target, Marketo
- WordPress
- Adobe Creative Suite, Canva
- Microsoft 365 Suite
- SEMRush
- Google Analytics, Google Ads
- Facebook Business
- Copper CRM

Education

B.S. in Business Administration, Major: Management, Central State University, Wilberforce, OH

AUGUST 2019 – PRESENT

A.A in Merchandise Marketing, Major: Marketing, Fashion Institute of Design and Merchandising, San Diego, CA

AUGUST 2005 – JUNE 2007

Courses

Strategy of Content Marketing, University of California, Davis

JUNE 2020 – JULY 2020