

KATELYN DANO

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WORK EXPERIENCE	Senior Marketing Specialist, Secure Parking USA (Hybrid-Remote) Milwaukee, WI	October 2023 - Present
	<ul style="list-style-type: none">• Ideate & arrange strategic partnerships to increase revenue by up to 100%• Execute additional conversion goal metrics to enable an increase in campaign quality score and conversions by 40%+ in Google Ads without increasing ad spend.• Manage 100 +Google Business Profiles to increase organic traffic to brick & mortar & e-commerce platforms.• Built & manage email, social, and blog content requests in coordination with graphic designer & web developer to support department campaigns.	
	Promotions Coordinator, Crystal Grand Music Theater (Hybrid-Remote) Wisconsin Dells, WI	April 2023-October 2023
	<ul style="list-style-type: none">• Executed ticket sales strategies through targeted promotions, giveaways, and social media campaigns to drive revenue growth.• Managed and created engaging content for social media accounts on Facebook, Instagram, and Twitter, achieving a 200% increase in followers and generating 30% of all purchases through targeted Facebook campaigns.• Fostered relationships with radio, print, and community partners to enhance sponsorship opportunities and brand visibility.• Strategized and implemented email marketing campaigns to boost customer engagement and retention.	
	Junior Marketing Lead, Photography To Profits (Remote)	January 2022-April 2023
	<ul style="list-style-type: none">• Crafted compelling Facebook ad copy for a diverse portfolio of photography clients across the U.S. and Australia, resulting in improved client engagement levels by 30% and significant increases in conversion rates.• Assisted in planning and completing promotional strategies to drive sales and enhance brand visibility for clients.• Developed and implemented digital advertising strategies using Facebook Ads Manager and Google Ads, achieving a 50% increase in audience engagement.• Provided personalized coaching to clients on effective social media management, boosting their online presence and engagement.	

EDUCATION	Bachelor of Arts in English Minors in Spanish & Theater Ripon College	August 2018-December 2021
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KEY SKILLS	<ul style="list-style-type: none">• Digital Marketing• Content Writing & Editing• Copywriting/SEO/Proofreading• Blogging• Google Ads Certification	<ul style="list-style-type: none">• Facebook Ads Manager• Print Marketing (Canva)• Radio Advertising• Research Writing• Google Business Certification
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