



# DANIELLA CORTEZ

Lakewood, OH 44107,  
702-630-3700  
daniellamariecortez@gmail.com

## PROFESSIONAL SUMMARY

Driven communications professional with proven skills in employer and talent branding, internal and external communications strategy, social media, and recruitment marketing.

## SKILLS

- Employer Branding
- Brand Positioning
- Internal Communications
- Recruitment Marketing
- Strategic Communications
- People Management

## EXPERIENCE

Employee Brand Manager June 2022 - Current  
Curriculum Associates

- Developed annual workplace awards strategy and employee survey execution, earning top awards for Best Place to Work
- Led strategy and implementation for employer and talent brand external communications
- Developed content for internal communications, employee engagement, and external employee advocacy programs
- Supported ERG and DEIB storytelling and recruitment efforts through internal and external communications
- Manage external PR agency for media pitching and earned media

Social Communications Manager August 2021 - June 2022  
Curriculum Associates | Lakewood, OH

- Enhanced internal advocacy social outreach program by building engagement, and increased adoption of platform by 120% YoY
- Worked collaboratively with key stakeholders to execute innovative internal and external communication campaigns
- Managed social media brand development and design
- Drove LinkedIn audience growth by more than 60% YoY and increased engagement rate from 3% to more than 7% YoY, averaging adoption of more than 10,000 new followers monthly

Director of Content September 2018 - August 2021  
Studiothink | Cleveland, OH

- Developed social media, public relations, and external communication strategies for more than 20 client accounts
- Led strategic, integrated communications and media outreach plans
- Achieved more than \$1 million dollars in earned media value for agency clients
- Provided executive and internal communications support
- Coached six direct reports, supporting professional development and career growth

Social Media Strategist December 2017 - May 2018  
Fathom Marketing | Independence, OH

- Developed paid social media strategy, execution, and monitoring at budgets ranging from \$10k to more than \$100k per month

- Tracked customer engagement and feedback to optimize social media strategies.
- Engaged daily with community using posts, stories, and tweets.
- Oversaw social media asset design to be in line with brand identity.

Director of Marketing and Public Relations  
Cleveland Whiskey | Cleveland, OH

December 2016 - December 2017

- Led rebrand of corporate brand hierarchy, and launch of sub-brand and e-commerce
- Crafted marketing material and content in consistent tone and brand voice
- Created monthly and seasonal events that grew attendance by more than 60% year over year
- Prepared PR strategies for short- and long-term business initiatives

Public Relations and Social Media Manager  
The Warren Group | Las Vegas, NV

January 2013 - October 2016

- Enhanced public relations by strategically leveraging existing media relationships and cultivating new industry contacts expertly.
- Led journalist tours and created media kits for international publications to promote tourism to the city of Las Vegas
- Planned and executed press conferences and publicity events for a range of clients, including government, private sector tech startups, and hospitality groups
- Conducted media training and facilitation to executive boards and c- suite
- Led crisis management strategies, developing key messages and statements.
- Created and wrote press releases, articles, blog posts and other content.

## EDUCATION

Bachelor of Arts (B.A.) - Urban Studies  
Cleveland State University, Cleveland, OH

Associate in Arts (A.A.) - General Studies  
College of Southern Nevada, Las Vegas, NEVADA