

DANIELLA CORTEZ

strategic communications professional

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EXPERIENCE

Employee Brand Manager

Curriculum Associates

📅 2022 - Ongoing 📍 Remote

- Launched Employee Brand function, working in partnership with Talent Acquisition, People Ops and senior leadership
- Collaborated with Talent Acquisition, DEIB, and Communications team to develop and execute employee brand strategy
- Contributed to award submissions, earning recognition as a Top Employer in local and national outlets
- Sat on Employee Engagement Task Force to support change management within marketing organization
- Managed contracts with third-party vendors for employee advocacy and brand reputation

Social Communications Manager

Curriculum Associates

📅 2021 - 2022 📍 Remote

- Enhance internal advocacy social outreach program by building engagement of platform and social sharing, increased adoption of platform by 120%
- Managed day to day social scheduling and strategy for 8 accounts across brand + product focus
- Worked collaboratively with strategic, research and product teams, along-side content marketing to execute internal campaigns
- Increased employee adoption of internal brand advocacy channel by 25% and supported audience growth on corporate social channels by more than 10% month over month
- Drove LinkedIn audience growth by more than 60% YoY and increased engagement rate from 3% to more than 7% YoY
- Established strategic framework for corporate and employer branding

Director of Content

Studiothink

📅 2018 - 2021 📍 Cleveland, OH

- Drove social media, public relations and communication strategy for more than 20 clients
- Led agency in implementation of process improvements and SaaS integration for client work delivery
- Managed day to day tasks and career growth of six team members
- Assisted in new client acquisition through proposal writing and presentation

Social Media Strategist

Fathom Marketing

📅 2017 - 2018 📍 Independence, OH

- Content writing and execution for five healthcare and higher education clients
- Provided paid social media strategy, execution and monitoring
- Provided art direction for paid and organic social media

FIND ME ONLINE

in /daniellacortez

EDUCATION

Strategic Communications Certification

Public Relations Society of America

2021

Associates General Studies

College of Southern Nevada

2006 - 2010

GPA

3.8 / 4.0

B.A. Interdisciplinary Studies

University of Nevada, Las Vegas - Junior Standing

2010 - 2011

GPA

3.9 / 4.0

B.A. Nonprofit Administration

Cleveland State University - In progress

2019 - Ongoing 📍 Cleveland, OH

GPA

3.85 / 4.0

SKILLS

Meltwater Media Monitoring

Client engagement

Public relations

Sprout Social

Content writing

Social media strategy

Canva Design Suite

Brand development

EXPERIENCE

Director of Marketing and Public Relations

Cleveland Whiskey

📅 2016 - 2017 📍 Cleveland, OH

- Led strategy and implementation of complete rebrand of flagship company
 - Executed launch of sub-brand and e-commerce site
 - Managed vendor relationships for retail items
 - Event planning for monthly and seasonal events, grew attendance by more than 60% year over year
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Public Relations and Social Media Manager

Faiss Foley Warren Government Affairs

📅 2014 - 2016 📍 Las Vegas, NV

- Managed daily social media content creation and community management for up to 10 clients
 - Led journalist tours and created media kits for international publications to promote tourism to 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
 - Created and launched a public service campaign for a local nonprofit, earned the highest award from the Public Relations Society of America for social media and event planning
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Digital Content Manager

Remark Media

📅 2013 - 2014 📍 Las Vegas, NV

- Launched Bikini.com, a digital lifestyle publication
 - Managed editorial content generation and publication schedule
 - Hired and managed bench of eight freelance writers and content producers
 - Provided art direction for web design and visual content
 - Managed launch of e-commerce
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Entertainment Editor

Anchorage Press

📅 2012 - 2013 📍 Anchorage, AK

- Researched and wrote one to two articles per week
 - Edited between 24 - 48 pages of print content each week
 - Wrote or edited up to four blog articles per week
 - Maintained weekly deadline and production schedule for print and digital entities
 - Launched social media channels to support print and digital publications
 - Managed bench of freelance journalists and photographers
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Direct Service Advocate

Standing Together Against Rape (S.T.A.R)

📅 2010 - 2012 📍 Anchorage, AK

- Provided crisis intervention services to victims of sexual violence, managed case load of up to 25 clients at a time
- Acted as liaison between clients and local law enforcement for the purposes of reporting crimes
- Kept HIPAA compliant notes and client information

ACHIEVEMENTS



2016 PRSA Pinnacle Award

Won PRSA's highest honor, Pinnacle Award in two categories: Event Planning and Social Media



2012 Victims for Justice Media Award

Awarded for journalism and community service on behalf of victims and survivors stories

STRENGTHS



Native Social Media User

Early adopter, super user



Servant Leader

Trained to lead with empathy in servant leadership style



Crisis Intervention

Trained advocate, applies techniques to management and client work

PROFESSIONAL ASSOCIATIONS

Public Relations Society of America - Cleveland Chapter

American Marketing Association - North East Ohio Chapter

Talent Brand Alliance