



DANIELLA CORTEZ

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PROFESSIONAL SUMMARY

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

SKILLS

- Brand Positioning
- Executive Communications
- Employer Branding
- Cultural competence
- Strategic Communications
- Conflict Resolution
- Internal Communications
- People Management
- Organizational Change Management

EXPERIENCE

Sr. Employer Brand Manager June 2022 - Current
Curriculum Associates

- Led and managed external communication strategy and implementation for global corporate brand.
- Oversaw strategy and execution of corporate brand messaging, executive communications, thought leadership, and international media relations.
- Grew corporate LinkedIn audience by more than 120k new followers, led implementation of employee advocacy programs in three international offices.

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 across teams to execute innovative internal and external communication campaigns.
- Developed comprehensive style guide to promote consistency and adherence to brand image and values.

Director of Communications and Media Relations September 2018 - August 2021
Studiothink | Cleveland, OH

- Developed social media, public relations, and external communication strategies for more than 20 client accounts, managing six direct reports.
- Developed media relations strategies with high-level placements for optimal coverage, earning on average 2 million dollars of media placement per client account annually.
- Provided executive and internal communications strategy and implementation for C-suite and founders.

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.
- Managed social media channels and content on Facebook, Twitter/X, Instagram, YouTube, and blogs via Sprout Social and native posting.

- Observed effectiveness of social media efforts to maximize results, partnering with paid social and digital marketing teams for full-funnel strategy.

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

December 2016 - December 2017

- Led rebranding of corporate brand hierarchy and launch of sub-brand, managing one direct report and external agency.
- Oversaw development and execution of creative assets and e-commerce website launch for sub-brand products.
- Created monthly and seasonal events that drove foot traffic to retail location by more than 60% year over year.

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

January 2013 - October 2016

- 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.

EDUCATION

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

Certification - Strategic Communications
Public Relations Society of America