

Danielle Connolly

Content Marketing Strategist, Social Media Manager, & Communications Specialist

A master of storytelling, strategy, and translating complex information across diverse verticals - from healthcare and business to accessibility and e-commerce. Skilled in editing engaging videos, crafting witty copy, and producing impactful campaigns based on targeted insights across multiple platforms to captivate and engage audiences. A dynamic thought leader, community builder, and advocate for the disability community.

PROFESSIONAL EXPERIENCE

Content Creator

- ***Daniellevates: Disability, Rare Disease, and Chronic Illness Niches*** May 2023 - Present
 - Write guest blogs, design Daniellevates.com, and edit highly engaged video and infographic content on Instagram, TikTok, and YouTube; the community consists of over 2,100 followers, posts have a 10% reach engagement rate, and video content has over 1 million views.
 - Featured as a subject matter expert on podcasts such as PTC Therapeutics' podcast *Insightful Moments: My VIBE* and host webinars with organizations such as Diversability.
- ***One Creator Lab: Fall 2024 Cohort*** August - December 2024
 - Selected by TikTok for the One Creator Lab, a 16-week program with workshops on content creation best practices, where participants craft social-first content from briefs by agencies like Grey, Iris, and Kraft's The Kitchen.

Senior E-Commerce Manager - Marketing & Creative Lead September 2021 - Present *Gardens Alive (Bits and Pieces)*

- Lead the U.S. Amazon Marketplace, running PPC Amazon Ads to meet KPIs, optimizing ACoS to 10-12% (an 8%+ reduction), and managing a \$10,000-\$25,000 weekly paid ad spend budget to consistently reach over \$20M in annual marketplace revenue.
- Spearhead the implementation of A/B testing, launch products, and develop store categorization which has generated over \$400,000 in revenue over 1.5 years.
- Write SEO-focused copy for product listings, display ads, and landing pages for Bits and Pieces' Store, optimizing keywords and targeting across 1,000+ products.
- Strategize photoshoots, video shoots, merchandising, and other creative assets to align brand messaging with the targeted customer segments.
- Analyze sales, customer service messages, and marketing data in Excel to identify actionable insights for decisions on marketing strategies, pricing, and inventory.
- Optimize shipments of 10,000-30,000 units per week, resulting in a 15% increase in unit sales by the conclusion of the 2023 holiday season compared to the 2022 season.

Content Strategist - Social Media Manager - Community Manager March 2020 - Present *Freelance*

- Deliver impactful marketing results for small businesses, as shown below.
- ***Hennessy News (Gift shop in Scituate, MA)*** March 2020 - Present
 - Grow Facebook followers from under 100 to over 800, achieving a 4% engagement rate and 150,000+ impressions on posts; create an email newsletter with a 60%+ open rate.
- ***Tabifolk (Accessible Travel Forum Website)*** October 2024 - Present
 - Repurpose content and strategize community management, including developing and hosting a webinar series on LinkedIn, Facebook, and YouTube, where the first three episodes average over 800 views, boosting site membership by 2.5%, Facebook followers by 17.5%, and Instagram followers by 5.5%.
- ***Travel with Meditation (Podcast & YouTube Channel)*** June - December 2020
 - Produced one season of 14 episodes which reached over 15,000 total listens.
 - Performed audio and video editing, script writing, website creation, podcast distribution, and Insight Timer, YouTube, and social media management.

Administrative Assistant / Payroll & Benefits Manager February 2018 - September 2021 *Town of Holbrook*

- Led the Human Resources Department during the leave of the HR Director, managed the town's website with department specific content, assisted with budgetary projections for over 120 vendors, and created informational and training materials.

LEADERSHIP EXPERIENCE

- *Undiagnosed Diseases Network Foundation* – Social Media / Strategy Volunteer
- *Partners for Youth with Disabilities* – Volunteer Mentor

Portfolio Link

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EDUCATION

Master of Business Administration (MBA)

University of North Dakota

Bachelor of Science in Pharmaceutical Science

Northeastern University

CERTIFICATIONS

UX Design Professional Certificate

Google

Content Strategy for Professionals

Northwestern University

Effective Communication: Writing, Design, and Presentation

University of Colorado, Boulder

SEO Certified

HubSpot Academy

Learning and Development HRCI

SKILLS

- Canva
- Capcut / iMovie
- Research & Strategy
- Project Management
- Budget Preparation
- Web Accessibility
- Google Analytics
- Speaking
- Microsoft Office
- Google Suite
- SEMrush
- Sprout Social
- Wix, Wordpress, CivicPlus, and Squarespace
- Adobe Express
- AI Prompt Engineering
- Screaming Frog

HONORS & AWARDS

- **Creative Ladder**
Rising Leader
- **Health Union**
Social Health Rookie of the Year Award Winner