

DANIELLE S. TEPPER

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The Humane Society of the United States | Gaithersburg, MD

Email Marketing Strategist, September 2016—present | Web Marketing Specialist, July—September 2016

- Develop, implement, and disseminate digital content related to email marketing, including all phases of content review, quality control, and sending to appropriate audiences using segmentation strategies.
- Manage projects between departments based on priority and timing of digital campaigns.
- Work directly with creative and technology teams to get necessary assets for campaigns.
- Maintain, review, and update live digital campaign content.
- Analyze email campaign performance and provide reports and recommendations.
- Provide cross-checking and quality control for team members' content as needed.
- Research trends and creative innovative opportunities in the digital marketing space.

Freelance Writer | *Animal Sheltering*, April 2015—March 2017

- Submit features of varying length (600-2,000 words) for FOB sections of this quarterly magazine.

Innovative Designs & Publishing | Blue Mtn.Town & Country Gazette | Newspaper division; Walnutport, PA

Editor, September 2014—July 2016 | Publishing Assistant, July 2013—September 2014

- Compiled and copy edited all editorial content using AP Style.
- Brainstormed ideas for unique content, layouts, and front covers.
- Managed WordPress-hosted website: Uploaded weekly posts and cross-promoted on social media.
- Updated Facebook page with daily posts, polls, and news links of interest to our readers.
- Initiated marketing trade partnerships with companies such as Crayola and Eastern State Penitentiary.
- Pitched and executed "Blue Mountain's Best," a monthly feature showcasing local individuals and companies such as Becky's Drive-In and C.F. Martin Guitar & Co., three months after hire.
- Successfully pitched "Animals Gone Viral," a spotlight on popular pets as seen through social media, and "Pajamas Over People," a personalized pop culture column focusing on entertainment news and trends.
- Implemented seasonal focus spreads, as well as "Thursday Top Ten," a BuzzFeed-style web exclusive.
- Streamlined small features "Rescue Pet," "Young At Heart" activity page, "Meet the Staff," and more.

redbankgreen.com | Online community newspaper; Red Bank, NJ

Reporter/Photographer, May 2012—March 2013

- Covered hyperlocal news, events, and features within eight Monmouth County communities.

Story Worldwide | Endless Vacation | RCI's national travel publication; New York, NY

Editorial Intern, January—May 2011

- Fact-checked editorial, tested iPad app pre-launch, attended brainstorming meetings and press events.
- Wrote two blog posts for PostAdvertising.com, plus two FOB "Ready, Set, Go" pieces for the magazine.

The Lock Haven Express | Community newspaper; Lock Haven, PA

Editorial Intern, January—May 2010

- Typed submitted birth/engagement/wedding announcements and proofread stories and pages.
- Spotlit local veterans in two editions for the "Hometown Heroes" segment.

Innovative Designs & Publishing | Lehigh Valley Style | Regional lifestyle magazine; Easton, PA

Special Projects Editorial Intern, June—August 2009

- Helped launch exclusive web content with five short online features.
- Researched various content projects, e.g. the 10th Anniversary issue.
- Wrote a "Local Legends" profile on Chuck Bednarik [NFL Hall of Fame] for the Sept.2009 issue.

PROGRAM PROFICIENCY & SOCIAL MEDIA

Adobe InDesign, Photoshop | Blackbaud/Convio/LuminateOnline | MagHub | Microsoft Office | QuarkXPress
Facebook | Instagram | LinkedIn | Pinterest | Snapchat | Tumblr | Twitter | Vine | YouTube | WordPress

LOCK HAVEN UNIVERSITY OF PA

B.A. Communication Media

President, Society for Collegiate Journalists
Arts & Entertainment Editor, *The Eagle Eye*

MONTGOMERY COLLEGE

Fall 2016

Nonprofit Marketing & Communications
How To Publish Your Book