

DANA M. HERRA

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KEY SKILLS

WRITING

- News Articles
- Blogs
- SEO Web Copy
- Email
- Ads and Social Media Posts
- Other Marketing Copy (B2B and B2C)

EDITING

- Proofreading
- Copy Editing
- AP Style
- Chicago Manual of Style

CONTENT MARKETING

- Brand Building
- Awareness Campaigns
- Email Sequences
- Earned Media Outreach
- Social Media Content
- Inbound Marketing
- Thought Leadership

RELEVANT EXPERIENCE

COPYWRITER + CONTENT MARKETER

HERRA COMMUNICATIONS

2015-Present

- Develop and execute branding and content strategies for B2B, B2C, and nonprofit clients
- Ghostwrite thought leadership articles and white papers for subject-matter experts to publish in industry publications
- Write and edit copy including SEO web copy, fundraising appeals, email funnels, annual reports, newsletter content, sales pages, blog posts, and Facebook ads
- Write and edit marketing content including news releases, brochures, and sales collateral

MARKETER

ARGELITH CERAMIC TILES

2018-2020

- Enhanced website for SEO and inbound marketing to ensure strong visibility in North America
 - Grew pageviews by 400% year over year
 - Improved Google SERP ranking by 105% year over year
- Wrote and designed effective print and digital sales collateral
- Created and executed social media campaigns for brand awareness
- Built data-driven omnichannel campaigns on a limited budget
- Developed data-based content marketing strategy using owned, earned, and paid channels

DM HERRA

DIRECTOR OF MARKETING + COMMUNICATIONS

NIU COLLEGE OF ENGINEERING + ENGINEERING TECHNOLOGY

2017-2018

- Developed and wrote digital and print marketing copy and brand-building content
- Led a rebranding effort to develop a unique brand for the College of Engineering while remaining within the umbrella of the university brand
- Managed media relations, including pitching story ideas and writing articles
- Developed content and campaigns to promote the college to prospective students, prospective donors, industrial partners, and the public
- Promoted research and achievements by faculty, students, and staff to the media and the public

ASSISTANT DIRECTOR OF MARKETING AND COMMUNICATIONS

NIU ALUMNI ASSOCIATION

2015-2017

- Collaborated with the NIU Foundation to write the first style book and content guide for the NIU Division of Advancement
- Edited the quarterly alumni magazine, including creating an editorial calendar, assigning stories to staff in various departments across the university, and gaining cooperation and buy-in from contributors who did not report to me
- Maintained blog and social media accounts
- Led media relations efforts
- Developed and executed email funnels
- Developed fundraising content

REPORTER | EDITOR

SHAW MEDIA

2005-2014

- Recipient of 22 journalism awards
- Researched and wrote anywhere from 8 to 20 bylined stories per week
- Created and managed content including writing, editing, and photography
- Created and maintained editorial calendars
- Designed print layouts
- Supervised a staff of three, plus freelancers

EDUCATION AND CERTIFICATIONS

HubSpot Academy Certified

- Content Strategy
- Inbound Marketing
- Email Marketing
- Social Media
- Content Marketing

B.A., Organizational and Corporate Communications

Northern Illinois University

TECHNICAL SKILLS

Style Books

- AP Style
- Chicago Manual of Style

CMS

- WordPress
- Cascade
- Roxen
- Typo3

Design

- Adobe InDesign
- Adobe PhotoShop
- Canva

Email Marketing

- MailChimp
- HubSpot

Websites

- SEO Content
- Basic HTML

Social Media

- Facebook for Business
- Twitter for Business
- Instagram for Business
- LinkedIn Company Pages
- Hootsuite
- TweetDeck
- Pinterest for SEO