

# DAYANA CADET

F R E E L A N C E C O N T E N T M A R K E T E R

## SUMMARY

A professional storyteller with a keen eye for detail and chameleon-like ability to match any brand voice who is obsessed with human-centered marketing that is as joyful to experience as it is to create.

## KEY SKILLS

Leadership



Writing (long- and short-form)



Marketing Strategy



Proofreading/Editing



Project Management



Graphic Design



SEO



## PROGRAMS

Salesforce (CRM)



Asana (PM)



Mailchimp (Email)



Wordpress (Web)



Social Pilot (Social Media)



## RELEVANT EXPERIENCE

### Marketing Director

2022 - 2023

Previously: Marketing Manager

2021 - 2022

### NeoLuxe Marketing Agency

- Helped launch SMB brands from the ground up through end-to-end content marketing strategy and development
- Helped with day-to-day management of the agency (sales calls, internal social media and content marketing, managing freelancers, etc.)

### Marketing Campaign Manager

2019 - 2021

### Kira Systems

- Owned most demand generation efforts
- Responsible for augmenting campaigns (through partnerships, sales enablement, and measuring audience insights) to ensure an accelerated funnel performance

### Marketing Manager

2019

### Nudge.ai

- Owned content strategy and development and managed owned and earned media strategy (PR, social media, syndicated articles, etc.)

### Marketing Operations Lead

2018

Previously: Marketing Specialist

2018

Content Specialist & In-House SME

2017-2018

Editorial Assistant

2016-2017

### Hubba

- Managed marketing team's contribution to company rebrand, resulting in \$100K USD in gross revenue in first 3 months
- Managed development, execution, and measuring of all campaigns
- Owned email marketing and automation,
- Managed third-party vendors and contractors

### Contributing Writer

2013-2014

### KA Online Magazine/CITYGUIDE

- Researched, pitched, and produced daily fashion, art, and lifestyle blog posts for luxury publication (online and in print)