



DANIELLE OYEWU


Data Analyst

CONTACT

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San Diego, CA 

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EDUCATION

Bachelor of Arts

Graphic Design

University of California San

Diego

2004 - 2008

San Diego, CA

SKILLS

Organized

Problem Solving

Microsoft Excel

Reliable

Collaboration

SQL

Adobe Creative Suite

Tableau

WORK EXPERIENCE

Digital Marketing Manager

Kustomer

2019 - current / San Diego, CA

- Developed extensive knowledge of AI technology in customer/agent chat solutions and other Kustomer products in order to oversee and deliver effective digital marketing campaigns
- Revamped website to increase traffic by 34%, blasted targeted email campaigns, managed paid social media campaigns, and analyzed metrics to understand trends and develop improvements
- Partnered with video marketing manager for 20+ campaigns involving video productions, and collaborated with sales team to develop calendars for specific products and promotions
- Engaged with social media followers, and developed Instagram and Facebook stories that reached, on average, 500k+ prospective clients
- Maintained brand's image and reputation in all feedback and responses to online reviews, questions, and comments

Marketing Manager

Prime Studio

2012 - 2019 / San Diego, CA

- Organized print and digital campaigns for over 400 clients, specializing in web, social media, and email campaigns
- Mastered SEO for web content, driving clients' traffic up by 60% or more
- Communicated marketing reports to clients and design team 4-5 times per month
- Adhered to clients' budgets, monitoring design production and campaigns, and adjusted plans as needed to meet deadlines and stay under budget

Graphic Designer

Known

2010 - 2012 / San Diego, CA

- Envisioned, designed, edited, updated, and formatted graphics for social media, OOH, and print advertising campaigns under direction of lead designer
- Studied and researched clients' brands, values, missions, and goals to create aligned graphics, helping clients increase sales goals by 12% or more

- Collaborated with design team, writers, and editors to build cohesive campaigns, complete projects under deadline 92% of the time, and share ideas and updates