

MARISSA DAILY

CONTACT

515-537-3857
marissa.mfrd@gmail.com
Charlotte, NC

EDUCATION

Bachelor of Arts - Magazine
Journalism
Drake University 2015

STANDOUT SKILLS

- Proven success with sensitive projects & executives
 - Track record of rapid, consistent advancement
 - Rare blend of content creation, strategy, and management
 - Well-versed in juggling many deadlines and projects
 - Knack for building relationships, bridging gaps, and bringing people together
-

EXPERTISE

- Marketing strategy
 - Digital marketing
 - Marketing campaigns
 - Leadership
 - Project management
 - Content creation
 - Email marketing
 - Social media
 - Web content management
 - Copy writing
 - Copy editing
 - AP Style
 - Art direction
 - Brand management
-

PROGRAMS

- MS Office
- Asana, Trello, SharePoint
- Constant Contact, Campaign Monitor, Mailchimp
- Facebook, LinkedIn, Twitter, Instagram
- Facebook Ad Network
- Hootsuite, Sprout, Buffer
- Google Analytics
- WordPress

WORK EXPERIENCE

MARKETING & COMMUNICATIONS DIRECTOR

ACS | DECEMBER 2022-PRESENT

Holistic technology company specializing in Managed Services, cybersecurity, and all aspects of IT.

MARKETING & COMMUNICATIONS MANAGER

ACS | November 2021 - December 2022

- Wrote all content for a new ACS website, loaded content in custom CMS; successfully launched the website and grew its audience by 50% in less than six months.
- Executed new marketing strategy to drive revenue and employee buy-in.
- Spearheaded digital advertising initiatives including SEO, SEM, and display advertising, leading to optimized social media content with a growth in engagement of 300+%.
- Implemented effective email campaigns resulting in an average open rate of 30% or higher.
- Produced all public-facing content including blogs and client and crisis communication.
- Improved image and recognition by overhauling and updating the ACS brand across platforms.
- Revolutionized internal utilization of marketing for improved effectiveness.

SENIOR DIGITAL MARKETING SPECIALIST

The Iowa Clinic | November 2020 - November 2021

Multi-specialty healthcare group in Central Iowa with more than 250 healthcare providers practicing in 12+ locations.

- Created communication plan to successfully roll out COVID-19 vaccines to 100,000+ patients, in collaboration with leaders.
- Achieved exceptional patient acquisition and retention through strategic cross-platform digital campaigns.
- Played a pivotal role in directing and executing comprehensive website updates to drive traffic.
- Acted as art director for agency partners & graphic designer, ensuring brand quality and consistency.
- Supervised and mentored a junior staff member, resulting in improved performance.

DIGITAL MARKETING SPECIALIST

The Iowa Clinic | January 2020 - November 2020

- Solely managed website and swiftly adapted to the COVID pandemic by implementing effective cross-platform patient communication strategies.

Continued on P2

MARISSA DAILY

CONTACT

515-537-3857

marissa.mfrd@gmail.com

INTERNSHIPS & COLLEGE EXPERIENCE

Public Relations Intern
ChildServe, 2015
Large Iowa-based healthcare nonprofit serving children

Learning and Development
Content Creation Intern
ChildServe, 2015

Marketing Intern
Zapier, 2014
Y Combinator Tech Startup

Copy Editor
Urban Plains Magazine
Drake University, 2014

Writer
The Times Delphic Newspaper
Drake University, 2013

- Elevated content and grew social media following and engagement by more than 15% in nine months.
- Modernized email marketing to boost open rates and conversions by 10%.
- Created 75+ blog articles, webpages, print pieces, and internal communication materials through careful research and interviewing.

MARKETING PROJECT MANAGER

Lutheran Services in Iowa | August 2018 - January 2020

Iowa's largest human services organization serving thousands statewide.

- Led and trained a team of four while also effectively managing multiple vendor relationships.
- Developed and executed a results-driven marketing strategy for LSI's eight service lines, support departments, and fundraising team.
- Managed dozens of monthly print, digital, and cross-platform marketing projects while fielding and prioritizing requests from LSI's 1,000+ team members.
- Directed team to successfully hit deadlines and budget in year-long redesign of the LSI website.
- Built strategic systems and established collaborative, cross-departmental relationships to maximize marketing resources and small budgets.

COMMUNICATIONS COORDINATOR

Lutheran Services in Iowa | January 2016 - August 2018

- Developed and copy edited 10+ content pieces each week for four digital and print marketing channels, demonstrating mastery of written communication and attention to detail.
- Launched project management system, reduced marketing team turnaround time by 25%.
- Overhauled email marketing strategy & increased volume by 30%.
- Wrote and ran monthly multi-audience social media and email marketing campaigns.
- Pitched to media, coordinated media inquiries and achieved coverage on major local news channels.