

DANIELLE S. TEPPER

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The Humane Society of the United States | Gaithersburg, MD

Senior Content Writer, November 2018–present

- Develop and manage Digital Marketing content, particularly for humanesociety.org, to promote lead acquisition, conversion, and donor retention during fundraising and advocacy campaigns.
- Lead digital content strategy by collaborating with internal and external resources to synthesize marketing campaigns and initiatives, recommending best practices for optimal donor experience.
- Measure, optimize, and refine content marketing efforts on an ongoing basis to meet campaign goals.
- Ensure all digital content adheres to organizational style, while familiarizing the Digital Marketing department with changes and updates applicable to web, email, SMS, and social channels.
- Set the standard for quality control and brand tone for all outgoing digital content.
- Coordinate with Digital Marketing department teammates around the proactive creation of new content to capitalize on opportunities to attract organic traffic and cultivate donors.

Web Marketing Specialist, March–November 2018 | Email Marketing Strategist, July 2016–March 2018

Lifestyle Publications | *Potomac Lifestyle* | Regional lifestyle magazine; Potomac, MD

Contributing Writer, October 2017–present

- Submit monthly features about local businesses, nonprofits, and community leaders.

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.
- Updated WordPress-hosted website and Facebook page with daily posts and polls.
- 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/companies.
- Pitched and wrote “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 BuzzFeed-style web exclusives.
- Streamlined small features “Rescue Pet,” “Young At Heart” activity page, “Meet the Staff,” and more.

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

Freelance 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

- Managed incoming 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 September 2009 issue.

PROGRAM PROFICIENCY & SOCIAL MEDIA

Adobe InDesign, Photoshop | Convio/LuminateOnline | Confluence | Drupal | JIRA | Microsoft Office
Facebook | Instagram | LinkedIn | Pinterest | Snapchat | Tumblr | Twitter | YouTube | WordPress

LOCK HAVEN UNIVERSITY OF PA

B.A. Communication Media