

# Dana Runimas-Plazyk

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Portfolio: [danaplazyk.com](http://danaplazyk.com)

Experienced social media strategist, specializing in developing multi-channel social media and digital strategies across brands and products, including design, execution and management of digital initiatives and campaigns. Technology savvy and results-oriented with a proven track record of providing value for customers. **Bilingual native proficiency in English and Spanish.**

## CORE COMPETENCIES

- Social Media Marketing
- Brand Awareness
- Project Management
- B2B/B2C Business Development
- Search Engine Optimization
- Content Development
- Content Marketing
- WordPress Websites
- Business Communications
- Digital Strategies
- 360° Holistic Campaigns
- Web Analytics
- Video Production and Optimization

## PROFESSIONAL EXPERIENCE

### SOCIAL MARKETING BUSINESS SOLUTIONS - Atlanta, GA

2010-present

*Digital Strategy, Content Creation, Business Development*

- Design, integrate, optimize, execute, maintain and drive 360-degree holistic, content-generated social and digital marketing **communications and campaigns** at the expert level
- Create, manage and optimize WordPress **websites and blogs**
- Build **brand awareness** through the consistent execution of all-encompassing **digital strategies**, including web, content and social media
- Manage all marketing content for a variety of clients and brands across platforms with a consistent client voice, including written, video and digital image/graphic **content development, editing and production**
- Produce **database-driven e-newsletters** with above-industry average open rates and click rates
- Implement and monitor the impact of social media, content and **search engine optimization** for increased search engine exposure, engagement and brand loyalty
- Collaborate with and direct key internal stakeholders to **formulate strategies and initiatives** for various social media marketing campaigns with the purpose of acquiring, nurturing and retaining business
- Convert goals and objectives into actionable digital marketing initiatives with **measurable results**
- Utilize **web analytic tools**—such as Google Analytics— and other social metrics to measure campaign success, evaluate key performance indicators (KPIs), and deploy future social media strategies
- Strong working knowledge of **social media platforms** for business development including Facebook, Twitter, Pinterest, YouTube, Instagram, LinkedIn and Google+
- Employ **editorial calendars**
- Educate and advise clients on **new and emerging social media/digital platforms**, media, and trends and evaluate their applicable value to leverage social media strategies

**FBD Worldwide** – Chicago, IL

**1988-2010**

*Online and Offline Wholesale Home Décor Distributor with Global Sales*

- **Managed** multiple aspects of operating a successful business, including sales, marketing, vendor and client relationships, human resources, budgets and logistics
- **Implemented social technology solutions** at the enterprise level, by engaging in coordinated direct mail campaigns, e-blasts **to thousands of organic optins**, advertising, trade shows and special events
- Deployed online technology and executed integrated social media marketing campaigns with emerging media, including generating **millions of views** on a DIY YouTube video channel
- Used **content marketing and interactive marketing campaigns** to increase business visibility, sales and profit and drive online traffic to points of purchase
- **Partnered** with industry influencers and trend setters
- Launched new product social media/digital campaigns with consistent positive **measurable results**
- **Coached** colleagues to employ social media as a vibrant marketing tool

## **EDUCATION**

DeVry University, Decatur, GA (*Suma cum Laude*)

Bachelor of Science, Technical Management with a Concentration in **Sales and Marketing**

## **PLUSES**

- Public Speaking and Professional Presentations
- Tradeshows and Events
- Mobile Marketing
- Microsoft Office and Adobe Applications
- WordPress

LinkedIn Profile: [linkedin.com/in/danaplazyk](https://www.linkedin.com/in/danaplazyk)

Portfolio and References: [danaplazyk.com](http://danaplazyk.com)