|  |
| --- |
| **Danielle Gallagher** |
| Tustin, CA 92780 | (714) 614-2313 | danigall@sbcglobal.com | [Portfolio](https://www.humanwritesforall.com/) |
| **CAREER PROFILE** |

Seasoned **content marketer and digital strategist working with a variety** of **Fortune 500 technology companies** for 15+ years creating and managing B2B and B2C content strategies including Ingram Micro, Cisco, Dell EMC, HP, IBM, and Microsoft. I excel in collaborating with creative teams and overseeing digital marketing campaign content and UX experience, including platforms, websites, paid social ads, blogs, vlogs, and podcasts.

|  |
| --- |
| **PROFESSIONAL Experience** |
|  |
| **Ingram Micro** – *Irvine, Calif.* | **2022—Present**  |
| **Global Senior Digital Content Strategist**Responsible for developing and overseeing overarching content strategy for Ingram Micro’s experience platform.  |
| * Develop a content strategy that aligns with Ingram Micro’s global go-to-market messaging, enabling the company to achieve its goals and objectives.
* Manage the creation, localization, production and maintenance of global and regional platform content.
* Evaluate and approve development requests that impact platform’s information architecture and/or global content, while ensuring optimal customer experience
* Implement strategic goals, continually monitoring performance to drive data-led optimization.
* Collaborate with global digital marketing efforts to enhance SEO and campaign performance
 |

|  |  |
| --- | --- |
| **Ingram Micro** – *Irvine, Calif.* | **2016—2022** |
| **Senior Digital Content Strategist**Founding senior member of Agency Ingram Micro’s content development team. Strategize, craft and own world-class demand generation and thought leadership content in support of both Ingram Micro and its partner’s complex solutions. |
| * Responsible for overall content strategy for Ingram Micro’s internal agency, Agency Ingram Micro, including the creation of content marketing materials consisting of digital ads, landing pages, emails, paid social media ads, and more.
* Collaborate with a variety of individuals in the creation of content and digital marketing materials, including copywriters, designers, and UI/UX.
* Expert in creating SEO-optimized websites, blog posts and other optimized digital marketing content.
* Create and manage content strategies Fortune 500 technology companies, such as VMware, Brother and HP. Campaigns generating a million+ in annual marketing revenue.
* Develop new content revenue streams for Agency Ingram Micro, including blogs, podcasts, websites, landing pages, social media ads and vlogs. Created first revenue-generating podcast for Microsoft and Cisco.
* Point person for Ingram Micro’s first persona-driven content marketing website, which included the consolidation of several websites and microsites. Collaborated with writers, designers, developers, executives and IT department to achieve a tight launch date. Helped create the site information architecture/wireframes, wrote and edited content, and managed the complex migration plan.
 |

|  |  |
| --- | --- |
| **Ingram Micro** – *Irvine, Calif.* | **2013—2016** |
| **Web Project Lead**Manage website development and maintenance. |
| * Create websites/microsites for internal and external clients, such as Cisco, IBM, Intel, Apple and Intel each worth $80,000+ of marketing revenue.
* Devising and implementing solutions to a wide array of digital production challenges,
* Managing project scope and resources to deliver while achieving desired profit margins.
* Preparing sound project plans while maximizing agency efficiency and quality through innovative solutions and application of resources.
* Understanding and communicating the path for project success while consistently providing a point of clarity for the team regarding final product, scope, schedule, workflow, and associated risks.
* Working closely with resourcing to ensure staffing needs are aligned and/or flagged for future projects while identifying, prioritizing, communicating and mitigating project risks.
* Collaborating with members of a 200+ marketing and creative team made up of account managers, traffic, writers, designers, and developers to meet deadlines and client expectations.
* Orchestrating complex website migrations, moving over hundreds of content pages to new content management system platforms, including SharePoint and Kentico.
 |

|  |  |
| --- | --- |
| **Self-employed** – *Tustin, Calif.* | **2004—2013**  |
| **Freelance Copywriter/Web Content Producer** Create and maintain website and digital newsletter content. |
| * Working as a content producer for high-profile client microsites, such as Cisco, Microsoft, Intel responsible for thousands of dollars in marketing revenue.
* Manage and complete ongoing Ingram Micro website updates for 300+ pages of content.
* Meet tough deadlines and provide problem-solving recommendations to achieve project goals.
 |

|  |  |
| --- | --- |
| **Ingram Micro** – *Irvine, Calif.* | **1998—2002**  |
| **Editorial Project Manager**Manage and edit 6+ technology print publications and all types of marketing collateral. |
| * Edit multiple monthly and quarterly newsletters, covering emerging technology markets, such as networking, data centers and best-selling products.
* Manage a team of copywriter, help them create a career path at Ingram Micro.
* Oversee marketing collateral, such as brochures, sell sheets and media kits.
 |

|  |  |
| --- | --- |
| **Ingram Micro** – *Irvine, Calif.* | **1997—1998**  |
| **Senior Copywriter**Write feature articles as well as brochure and marketing collateral. |
| * Write feature articles, brochures, media kits.
* Interview CEOs, business owners and IT experts.
* Meet intense deadlines and follow AP and Ingram Micro style guidelines.
 |

|  |
| --- |
| **EDUCATION** |

|  |  |
| --- | --- |
| **UNIVERSITY OF ARIZONA**, *Tucson, Ariz.* | **1988—1992**  |
| **Bachelor of Arts** *in Journalism* |

|  |
| --- |
| **Special Skills** |
| * BrightEdge Professional SEO Certification
* HubSpot inbound marketing certified and content marketing certified
* Microsoft 365 apps – Outlook, Teams, Word, PowerPoint, OneNote
* Podio project management platform
* Kentico content management systems
* Adobe Dreamweaver web design software
 |