

DANIEL TRUCKENBRODT

Marketing Manager



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dantruckcollective.com



Baltimore, MD

EDUCATION

UMBC

Bachelor of Arts: Media and Communication Studies

Minor: English Writing

Academic Honors:

- *President's List: Spring & Fall 2014*
- *Dean's List: Spring 2015*

CERTIFICATIONS

- Google Analytics
- Google AdWords (*Mobile, Display*)

SKILLS

- Copywriting & content creation
- WordPress / CMS / Web design
- Social media & email marketing
- Photography / Videography
- Customer service
- Internal/external communications
- Adobe Suite
- Microsoft Office

NOTABLE STATS

- Increased ASQ Facebook followers by more than 2,000 people
- Worked on ASQ Online campaign that increased subscriptions by 250% year over year
- Generated more than \$30,000 in sales from Spring 2021 Coffee Chat series

WORK EXPERIENCE

Marketing Manager

Previously: Marketing Assistant; Assistant Marketing Manager

2018–Present

Brookes Publishing Company

- Develop and execute marketing plans for new books, tools, and other products
- Manage two monthly e-newsletters, nurturing campaign emails, and other deployables
- Co-manage company and product websites using WordPress CMS
- Coordinate and host the spring and fall early childhood Coffee Chat webinar series
- Co-present monthly product demo webinars
- Manage the Ages & Stages (ASQ) social media accounts
- Design content pieces, collateral, and other promotional material for new products
- Travel to national and international conferences to run the company exhibit booth

Web & Graphic Designer

Belt Lawn & Landscape

2018

- Built and published a new customer-facing website for the company
- Designed ad flyers for the 2018 summer season

Contract Processor

Previously: Research Analyst

2016–2017

Greenspring Funding, LLC

- Drafted and processed client contracts to be filed in court
- Wrote the employee handbook for the Contract Processor position
- Co-managed a CRM database with more than 100,000 contacts

Administrative Assistant

Previously: Social Media Intern

2015

Maryland Art Place

- Assisted with organizing and promoting several events and gallery exhibit openings
- Managed the gallery's social media presence
- Fundraised for and photographed events

Server & Busser

Matthew's 1600

2013–2016

- High-pressure, fast-paced environment with extensive customer service experience