

Danielle Grilli

Los Angeles, CA

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SUMMARY AND OBJECTIVE

Web Project Manager/Content Director with over 20 years in publishing looking for an editorial, project, content, or site management position. Extensive experience in developing, marketing, strategizing, and managing editorial content for growing, and start-up, content-rich websites.

Expertise in:

- Web Project Management
- CMS Design and Development
- Website Administration
- Content/Editorial Management
- Writing, Editing, Proofreading, Research
- Strategy
- Analytics
- SMM/Internet Marketing
- SEO
- E-mail Campaign Management
- Branding
- Syndication
- Partnership Building
- Content Acquisition
- Graphic Design
- Proficiency in Windows, Mac OS, MS Office, Photoshop, Acrobat, Powerpoint and other programs

EXPERIENCE

President: DGrilli Corp

1996 – 2013

- Web Project Management and Development
- CMS Development and Design (Joomla, Drupal, Wordpress)
- Website Administration
- Writing, editing, proofreading, research
- Editorial Management
- SEO
- SMM/Internet Marketing
- E-mail Campaign Management
- Analytics
- Branding
- Partnership Building
- Partner: Online Stores

Content, Marketing, Project Manager: POD Interactive

2011 – 2013

- E-Commerce websites
- Managed multi-site content and marketing efforts
- Writing, Editing, Editorial Management
- Managed site SEO
- Managed SMM/Internet Marketing efforts
- Analytics
- Project Management
- E-mail Campaign Management
- In-House and Client Projects

Instructor

University of Texas at Arlington, University of Phoenix, Argosy University

August 2009 – December 2012

- Composition, Study Skills, and New Media
- Participated in English course instructional design
- Multiple web-based learning platforms

Content Developer: Green Marble

February 2009 – December 2012

- Writing, Editing, Editorial Management
- Graphic, Site, and HTML Design
- Brand Consulting
- Managed SMM/Internet Marketing
- Wrote and/or edited HTML Newsletters, E-mails, Reports, Print and E-Books among other materials
- Managed content across multiple platforms
- Developed and managed e-commerce store

Content Director/Editorial Manager: rvita.com

March 2007 - February 2009

- Oversaw health and wellness content development and site population
- Managed all content including static, contributed, and licensed content, images, videos, promotions, etcetera
- Acted as managing editor of writing staff
- Developed editorial guidelines and calendar
- Worked with team here and abroad
- Developed and managed blogger network
- Headed partnership building across multiple networks and industries
- SEO implementation
- Participated in CMS site organization, development, and design
- Participated in ongoing site development, marketing plan, and calendar development
- Implemented marketing strategies across multiple online channels including social networks
- Forum and message board moderator
- Managed site blog
- Created marketing video
- Managed HTML newsletter campaigns, link building, and other internet marketing efforts
- Graphic Design
- Managed site launches
- Wrote and distributed press releases and other marketing materials

Web Developer/Web Administrator/Editorial Manager

datastrategyjournal.com(dataversity.net)/enterprisedatajournal.com

March 2007 – December 2010

- CMS Designer, Developer, Website Administrator (Joomla, Drupal)
- Writing, Editing, Editorial Management
- Managed Edition Launches
- Created/Managed Editorial Calendar
- Database Management
- Managed E-mail Campaigns
- Marketing and Advertising Management
- Graphic Design
- Created/Managed Message Boards
- Search Engine Optimization

Writer, Photographer, Special Editions Editor: Random Lengths News

2005 - 2006

- Reporter, Editor, Photographer, Print Designer: Community Stories
- Managing Editor: Special Editions

Multimedia Editor: Unlikelystories.com

2004 - 2006

- Writing, Editing, Editorial Management
- Authored literary and music reviews
- Internet Marketing
- Graphic Design (Print and Online)

Managing Editor: muse-apprentice-guild.com

2003 - 2004

- Poetry, Prose, and Fiction Editor
- Issue Designer: HTML

- Database and File Management
- Managed Editorial Calendar
- Editorial Manager: Guest and In-House Writers
- Internet Marketing

EDUCATION

New England College, MFA Creative Writing/Poetry

- Poetry and Creative Writing

CSU Dominguez Hills, B.S. Clinical Psychology

- 4.0 GPA and member of the PsiChi honor society

UC Santa Barbara, B.A. Philosophy

- 3.8 GPA in Philosophy and member of the honor society

Universita' Per Strenieri di Siena, Italian

- Italian Language and Culture

REFERENCES AVAILABLE UPON REQUEST