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| **Deanna Dawson** | Bay Area, Petaluma CA 94952 • (510) 418-3122  [deannaleedawson@gmail.com](mailto:deannaleedawson@gmail.com) • [www.linkedin.com/in/deannadawson](http://www.linkedin.com/in/deannadawson) |

**Director, Social Media, Influencer and Brand**

***Strategic and results-driven professional with extensive experience in developing and implementing effective social media strategies to enhance brand presence, engagement, and overall online reputation.***

Skilled in strategizing, implementing, and evaluating campaigns for optimal ROI. Strong focus on leveraging social media trends and consumer insights to inform targeted influencer partnerships. Adept at leading cross-functional teams, managing budgets, and ensuring seamless campaign execution. Proven ability to align influencer marketing strategies with business objectives, fostering brand growth and customer loyalty.

**Areas of Expertise**

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| * Digital & Influencer Marketing * Brand & Business Development * Campaign Planning & Organization | * Content Production * Customer Acquisition & Retention * Strategy Formulation | * Team Training & Leadership * KPI and Metric Reporting * Relationship Management |

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|  | **Accomplishments** |  |
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* Recognized as Best in Class for Social Campaigns & Practices, as highlighted in Hashtagpaid article by Deanna Dawson. Interviewed on Boxx Podcast for insights on Influencer Trends, and acknowledged for Best Social Collabs by Bazaar Voice. Celebrated as success story on Pinterest and Snapchat platforms, showcasing track record of impactful and innovative digital marketing strategies.
* Led high-return celebrity spokesperson campaign, marking inaugural celebrity initiative in Zenni's history. Achieved exceptional returns on campaign assets, resulting in extension of use for additional three years. Continued to drive collaborations with various celebrities, including Rashida Jones and Irish Apfel, designers, gamers, and others.
* Established Brand Ambassador programs at Zenni and Snapfish, introducing Customer Ambassador initiatives that amplified voices of passionate brand advocates. Leveraged highly engaged fans to create authentic content, fostering strong and genuine connection between brand and audience.

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|  | **Career Experience** |  |
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**Director of Social Media & Influencer Marketing**, Zenni Optical, Novato CA **2017 – 2023**

*Zenni is the top eyewear ecommerce brand in US with over 6m monthly visitors and over 2m followers on top social channels.*

Direct all facets of organic/paid content across various social media platforms, including Facebook, Instagram, YouTube, TikTok, Pinterest, Snap, Twitter, and LinkedIn for leading online eyewear provider in US. Execute 100+ multi-channel campaigns, with notable projects, including Pride, Fan Favorites, Color campaigns, Valentines, International Women's Day, Festival Style, and more. Managed end-to-end campaign processes to ensure seamless execution and impactful results. Conduct quarterly reporting, analyzing metrics, trends, identifying opportunities, and delivering strategic recommendations to drive informed decision-making and business growth.

* Led social media company profiles, driving substantial increase in social traffic, transforming it into 4th largest source of direct referral traffic. Elevated social traffic from 1% to 7%, surpassing email, display, and affiliate channels.
* Managed $1M influencer budget, strategizing and allocating resources to maximize brand impact and ROI.
* Elevated number of social channels, enhanced traffic, engagement rates, ROAS (Return on Advertising Spend), and content optimization, while significantly increasing raw content volume to drive brand growth and online presence.

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**Director PR & Social Media**, Snapfish (Hewlett-Packard), San Francisco **2008 – 2017**

*Snapfish leading Photo Printing service from start through HP acquisition and white label photo service for Costco, Walgreens and Amazon lead teams and marketing innovation.*

Led all public relations and social media initiatives at Snapfish, developing and executing strategies and campaigns. Focused on delivering exceptional customer experiences and brand/engagement marketing to enhance company's presence and customer relationships. Secured funding to establish early brand presence on platforms, such as Facebook, Pinterest, and Twitter, positioning company as early adopter and trendsetter in digital landscape.

* Successfully orchestrated product giveaway on Oprah show, reaching vast audience at no cost that resulted in generating immense surge in site traffic, surpassing previous peak and tripling engagement levels.
* Pioneered participation as one of inaugural vendors at BlogHer, strategically riding Blogger wave. Established innovative initiatives, such as Blogging parties and blogging counsel, contributing to growth of blogging community.
* Built collaborative content and contests for major movie releases, partnered with American Girl and Martha Stewart, and executed successful promotional initiatives to enhance brand visibility and engagement.

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|  | **Additional Experience** |  |
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**Director of Design & Customer Experience |** Snapfish, Hewlett-Packard

**Executive Producer |** NBCI/CNET

**Managing Producer |** NBC Internet

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|  | **Education** |  |
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**BA in English** | University of Oregon