

# Deanna Dawson

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## PROFESSIONAL PROFILE

A result-driven and dynamic senior Marketing Executive with substantial success in directing the execution of integrated marketing plans that engage consumers and build brand loyalty. Passionate about user-centered design and user experience and combines clear direction, strong commercial acumen and the proven ability to assess and match social media channel opportunities with target demographics from social media platforms and online communities. Integrates inspirational leadership, advanced staff development and stakeholder engagement capabilities, and directs design, UI and social media teams to success. Drives customer communities and employee engagement, cultivates trusted relationships with key strategic partners, and is committed to customer service excellence.

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## CORE COMPETENCIES

- Strategic Leadership
- Social Media Marketing Management
- Product & Brand Positioning
- Traditional & Digital Marketing
- Merchandising & New Product Launch
- Public & Media Relations
- User Experience
- Campaign Management
- Content Marketing

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## HIGHLIGHTS & Examples

- Snapfish Instagram <https://www.instagram.com/snapfishus/>
- Snapfish Pinterest <https://www.pinterest.com/newsnapfish/>
- Martha Stewart Craft Studio Integration
  - <http://itunes.apple.com/us/app/martha-stewart-craftstudio>, June 2012
- Listen to Your Mother Blog Tour Sponsorship
  - <http://listentoyourmothershow.com/2012/07/theyre-here-the-snapfish-lytm-2012-commemorative-books-are-here.html>), May - July 2012
- Genevieve Gorder Home Décor Spokesperson <http://bit.ly/2peNu06>
- Creative Lens Blogger Book Contest
- Oprah Winfrey Book Giveaway
- Rachel Ray Thanksgiving Sponsorship
- Panel Speaker, Advocate Marketing Rockstar Tour, Social Chorus
- Panel Speaker, "How to Hire a Social Media Consultant", Tech Liminal

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## CAREER SUMMARY

Snapfish LLC & District Photo

### Senior Merchandising Manager (2015 - Present)

#### Job Overview

Managed all product categories on Snapfish.com site and Mobile apps. Responsible for Category growth and purchase conversion. Creative Director of site and app products and product designs.

#### Key Achievements

- Directed [2016 Holiday Catalog](#) and [Spring 2017 eCatalog](#) (Holiday catalog about 2 million attributable revenue)
- Responsible for all merchandising for web and mobile and improving conversion and sales metrics
- Introduction of new products for 2016 & 2017 (dozen new products)
- Increased Card sales with merchandising and product content enhancements moved from -10% growth to +2% y/y
- Set all seasonal and occasion product designs based on sales and trends in the marketplace. Introduced all of

the top selling designs for the 2015 & 2016 Holiday.

#### Snapfish by HP (2006 - 2015)

##### **Director of Brand & Content Marketing (2012 -2015)**

###### **Key Achievements**

- Directed the Marketing team in integrated Holiday, Occasion, and Go-to-Market planning. All Marketing channels worked off my yearlong plan touching all Holidays and Important Occasions for sales, customer outreach and new customer acquisition.
- Responsible for new Brand development and adherence throughout the company.
- Set priorities for product design roadmaps and featured content, and formulated marketing and outreach strategies for Wedding, Graduation, New Baby and School audiences
- Recommended and introduced the Snapfish Printables category, which led the Snapfish and HP print at home offering which had the highest SEO incoming traffic while available.
- Sponsored 2 years of Houseparties that had 200 advocates throwing parties promoting Snapfish products prior to the Holidays with amazing reach and social content results.
- Created Ambassador Community 'Snapfish SuperFans' a group of 200 superfans and dozens of bloggers to promote Snapfish through Social Media channels which grew the Snapfish Share of Voice throughout 2 years.
- Championed and Business Owner for the launch and integration of Bazaarvoice (customer ratings)

##### **Director Social Media & Communications (2006 -2012) Key**

###### **Achievements**

- Oversaw all Social Media and Public Relations activities, from strategy formulation, through implementation and maintenance for this Photo Sharing and Merchandise Company
- Served as a Senior Leader of the Marketing Organization in which Social Media and PR are important channels and built integrated business plans that supported strategic company goals
- Directed brand management, PR, media relations, corporate positioning, product launches, advertising, sales collateral and tradeshow marketing. Managed over \$1million PR budget.
- Carried responsibility to formulate strategy and implement programs to build relationships with amplifiers, to engage valuable members, and to expand share of voice and build brand choice and loyalty
- Developed seasonal and new product launch calendars for all Social Media and PR channels
- Oversaw campaigns featuring Snapfish on Oprah, Rachel Ray, Martha Stewart, and Nate Burkus shows
- Established partnerships and campaigns, that successfully raised over \$300,000 for the organizations 'Breast Cancer Awareness' and 'Make A Wish' which was a two year National campaign that was a great success for Make a Wish, HP & Snapfish.
- Instituted an internal employee engagement strategy, as well as a company blog and newsletter for company communication
- Created and led photo contests for dozens of brands, such as Fancy Feast, DreamWorks, and Old Navy which resulted in 10,000's new users for Snapfish and Engagement
- Conducted ongoing customer and market research and demographic profiling, in order to identify stories and trends that support communication and the product
- Created Social Media monthly monitoring reports and KPIs for measuring performance – Grew Facebook by 200,000 followers in first year as manager
- Program managed engagement micro-sites to build consumer engagement, including Snapfish Color Your Summer Campaign, and American Girl Adventure Site (partnership for 2010 Girl of the Year launch). Color Your Summer campaign resulted in 1,000's of reengaged users and was the highest engaged competition the company has seen since.

#### Snapfish.Com, San Francisco, CA (2000 -2006)

##### **Executive Producer Key**

###### **Achievements**

- Oversaw all design, user experience and content for the snapfish.com website. Managed 8-15 people over time.
- Directed Producers, Designers, UX Designers, and Writers in the development of the snapfish.com website, which grew from a small start up to a site comprising of 60 million users
- Established design, copy and user experience guidelines for website design and content.
- Provided program management leadership on numerous site build out projects, including the development of

- complex product creation tools
- Carried accountability for all user studies, demographic research and brand research

#### Additional Experience

Executive producer at CNET & NBCi

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- Berkeley Humane Marketing Leadership Committee
  - Yelp Elite Contributor 2016 & 2017
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#### **EDUCATION**

- Bachelor of Arts, Major: English, University of Oregon, Eugene, OR
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#### **IT PROFICIENCY**

**Microsoft Office:** Word, Excel, PowerPoint, Access

**Social Networks:** Facebook, Twitter, Pinterest, Instagram, YouTube, Blogger, Online Communities