

DEANNA DAWSON

Petaluma, CA • deannaleedawson@gmail.com • (510) 418-3122

[LinkedIn.com/in/deannadawson](https://www.linkedin.com/in/deannadawson) • deannaleedawson.com

DIRECTOR, SOCIAL & INFLUENCER MARKETING

Brand + Growth Leader | Creator Strategy | Campaign Performance | Team Leadership

Strategic and results-driven digital marketing leader with 10+ years scaling brand presence through award-winning social and influencer programs. Expert in building traffic-driving content ecosystems, activating creators at every level, and translating storytelling into measurable impact. Known for blending creative vision with data-first thinking to grow loyal brand communities.

EXPERIENCE

Zenni Optical

Director, Social & Influencer Marketing

Novato, CA • 2017–2023

Zenni is the #1 online eyewear brand in the U.S., with 6M+ monthly visitors.

- 🧠 **Grew social traffic** from 1% to 7%, turning it into a top-4 traffic driver — surpassing email, display, and affiliate
- 💰 **Managed \$1M annual influencer budget**, optimizing spend across celebrity, micro-influencer, and UGC campaigns
- 🌟 **Launched first-ever celebrity campaign** in Zenni's history, featuring Rashida Jones — extended campaign value for 3+ years
- 🚀 **Led 100+ multi-platform campaigns**, including Pride, International Women's Day, Fan Favorites, and Festival Style
- 📺 Delivered high-ROI partnerships with celebrities, designers, gamers, and creators — boosting engagement and brand equity
- 🤝 Established Brand Ambassador and UGC programs to activate top fans and superusers
- 📊 Directed quarterly reporting across platforms (TikTok, Instagram, YouTube, Pinterest, Snap), using insights to optimize performance and inform C-suite strategy

Snapfish (Hewlett-Packard)

Director, PR & Social Media

San Francisco, CA • 2008–2017

- Led public relations and social media strategy from startup through HP acquisition and beyond, supporting white-label photo services for Costco, Walgreens, and Amazon
- Orchestrated brand's largest PR moment with a product giveaway on Oprah, generating a record-breaking spike in traffic and engagement
- Built Snapfish's early presence on Facebook, Pinterest, and Twitter, positioning the brand as a digital leader
- Created successful brand collaborations with American Girl, Martha Stewart, and multiple feature film campaigns
- Pioneered BlogHer sponsorship and hosted early influencer events and "Blogging Parties," establishing Snapfish in the early influencer landscape

Snapfish (Hewlett-Packard)

Director of Design & Customer Experience

- Led CX redesign efforts to streamline online ordering and improve product satisfaction

NBCi / CNET / NBC Internet

Executive Producer / Managing Producer

- Produced digital media and content strategies at the height of the early web, with a focus on news and consumer experience

EDUCATION

BA in English

University of Oregon

AWARDS & RECOGNITION

- Best in Class for Social Campaigns: [HashtagPaid feature](#)
- Featured Guest on Digital Revolution Podcast: [Strategic Social Media Tips](#)
- Pinterest + Snapchat Case Studies: [Zenni Success Stories](#)
- Bazaar Voice: [Top Social Collaborations Recognition](#)

TOOLS & PLATFORMS

Sprout Social • Google Analytics • Meta Ads Manager • Pinterest Analytics • TikTok Creative Center • Traackr • AspireIQ • Canva • Figma • Adobe Creative Suite

CAMPAIGN EXAMPLES

- ✨ **Pride Campaign:** Drove record engagement with authentic creator partnerships
- ❤️ **Valentine's Campaign:** Influencer-led social gifting initiative with measurable UGC boost
- 🌱 **International Women's Day:** Elevated diverse voices with long-form video and social-first storytelling
- 🎵 **Festival Style:** TikTok-first campaign with Gen Z creators that doubled average engagement
- To see visuals and more visit portfolio <https://www.deannaleedawson.com/>