

Daniel Lee Antunes

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Clifton Strengths - Restorative • Includer • Harmony • Consistency • Adaptability

Professional Goal: Seeking a career where I can use my skills in Marketing, Digital Marketing, and Communications to be a part of the executive leadership of a high achieving organization.

Education

Bryant University - Smithfield, Rhode Island

Graduated May 2022

Bachelor of Science in Business Administration

Concentration: Digital Marketing

GPA: 3.65 - Magna Cum Laude

Minor: Communications

Relevant Coursework – Marketing Analytics, Integrated Marketing, Digital Marketing, Business Administration Core Classes, Consumer Behavior, Information System Analytics, Introduction to Programming, Public Speaking, Interpersonal Communication

Awards/Certifications – Google Data Analytics Professional (est. comp. 7/12); HubSpot SEO, Content Marketing, & Social Media Marketing Certified; Google Ads Search, Display, & Apps Certified; SEMrush SEO Principles Certified; Design Thinking Certified

Skills – GA4, MS, SQL, Tableau, Looker Studio, SEMrush, Google Ads, HubSpot, Hootsuite, MBM, Helium10,

Work Experience

DDL Advertising, Digital Marketing & Data Associate, East Providence, RI

September 2023 - Present

- Manager of client paid search & display campaigns across multiple channels, including Google Advertising suite, Meta, & more.
- Builder of custom performance reports for advertising clients – highlighting results & performance of their advertising campaigns, making data digestible & visually appealing.
- In charge of agency SEO services – running site audits, developing strategic plans, & executing to improve client SEO, with SEO clients ranging from small to international businesses.
- Builder of custom SEO reports for SEO clients, highlighting changes in clients, site health, authority, search term ranking, backlink profile, & more.
- Executor of website development projects – either rebuilding or building client websites from scratch, using builders such as Wordpress (Elementor, Divi), Squarespace, & Wix.
- Temporary manager of multiple client's social media accounts – planning, scheduling, creating, & posting content for clients across, Facebook, Instagram, & TikTok.
- Co-founding member of Business Development Committee, where strategy is discussed, with the ultimate goal of agency growth kept in mind. Builder of agency lead generation emails & agency blog posts for SEO & lead generation.
- Builder of agency website redesign, executing creative & strategic plans to improve digital presence & brand.

Delta Cycle Corp., Digital Marketing & Merchandising Associate, Randolph, MA

June 2021 – June 2023

- Possess a comprehensive understanding of the end-to-end process involved in building a product listing and effectively marketing it, including SEO-optimized copywriting, creative content development, and implementation of marketing strategies across multiple channels.
- Executed successful paid advertising campaigns across various retailers, resulting in increased impressions, clicks, and conversions, as well as improved ROAS and TACoS.
- Demonstrated expertise in SEO and copywriting by creating, auditing, and optimizing over 100 product listings on 8 different sales channels.
- Spearheaded and supervised more than 30 creative video and photo shoots, optimizing product listings, and boosting conversion rates.
- Collaborated in developing creative and SEO briefs for product photoshoots and optimizing product listings for better search engine visibility and conversion rate.
- Produced relevant, engaging content tailored to our target audience, leading to a 12% increase in our brand's Instagram following in just two months.
- Conducted monthly reviews of my performance, highlighting how my efforts aligned with the company's goals and objectives.

Leadership

Best Buddies, Member and Co-Chair

February 2020 – May 2022

- Assisted in inclusive events for individuals with intellectual and developmental disabilities.
- Established meaningful relationships with students who have intellectual and developmental disabilities (IDDs), promoting a sense of inclusivity and fostering an environment of social awareness and acceptance among fellow students.

Bryant University Investing Club, Co-founder, and Secretary

March 2019 – May 2022

- Assisted in the development of the club - worked with a team to bring a collective idea to life.
- Established leadership skills and fulfill an important role in the executive board of members.
- Spread awareness of the club and recruit new members by attending other activities on campus.

Interest and Involvement

Interests – Paid Media, SEO, Data & Marketing Analytics, Social Media Marketing, Digital Marketing, Creative Advertising,

Past Memberships - Collegiate Entrepreneurship Organization (CEO), Marketing Association, Best Buddies, Finance Association