

Danielle M. Boudjouk

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Professional Experience

DDL ADVERTISING

East Providence, RI

Director of Client Services & Agency Operations

6.2023 - Present

- Instrumental in strategizing and implementing an advertising agency reorganization for the ability to scale; identifying the need for structure and processes; shape departments and equip team members with adequate training and support for new roles and responsibilities
- Develop and implement a seamless workflow process with training including the addition of a project management platform such as ASANA and time management platform such as QuickBooks Time
- Provide leadership to a team of twelve in different facets of the agency include accounts payable, traditional and digital media, creative, web development and account management
- Navigate Account Managers in annual calendar planning and budgeting; review and approve monthly work plans
- Maintain a daily awareness of the operations, profitability and cash flow of the agency; recognize and implement revenue generating opportunities
- Foster a positive communication channel with the CEO and provide updates on the agency's monthly P&L, employee productivity, unbilled work in process and monthly profits on all agency jobs; in addition to client satisfaction and employee morale

Account Manager & Strategist

12.2022 - 6.2023

- Enthusiastically lead an e-commerce business within the pet industry generating annual revenue of \$6 Million by leveraging their patented pet safety device and utilizing tactical digital media opportunities
- Collaborated with key team members on the branding and launch of a profitable L & R program across the D2C audience including development of the product name, logo, program strategy, etc.
- Constructively engaged a cross functional team on creative development and messaging of key sales driving promotions to influence concise content across multi-channel campaigns
- Respectfully strategized with client opportunities to optimize communication and revenue via digital marketing, website content, packaging, pricing and promotions

SOURCE COMMUNICATIONS

Hackensack, NJ

Account Director

10.2015 - 6.2017

- Effectively managed multi-million dollar advertising budgets, for QSR client, in five DMAs (New York, Philadelphia, Hartford, Providence and West Palm Beach), which included advertising, merchandising, promotional and sponsorship, to drive sales and profits
- Responsible for cultivating integrated marketing programs, inclusive of promotions, advertising, direct response and promotions, designed to build traffic and frequency; safeguarded successful performance by collaborating with operations teams to ensure high industry standards of execution were implemented at the consumer level

SUBWAY DEVELOPMENT

East Providence, RI

Director of Marketing

9.2011 - 4.2015

Marketing Manager

6.2007 - 9.2011

Marketing Coordinator

8.2006 - 6.2007

Education

JOHNSON & WALES UNIVERSITY

Providence, RI

Master of Business Administration (M.B.A.)

Degree, 8.2015

Bachelor in Science, Marketing

Degree, 5.2007

Associate in Science, Entrepreneurship

Degree, 2.2007