

# DANIELLE K. GONZALEZ

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## CLASE AZUL MÉXICO

New York, NY

Digital Communications Strategy Manager

Jan. 2023 – Present

- Building global digital marketing strategies under the Director of Communications for the Clase Azul Mexico brand on its journey to becoming the first Mexican luxury house. Growing our digital footprint, engaging with new and existing audiences and ensuring the best user and consumer experience through effective and creative 360 digital strategies via social media, organic and paid media, SEO and Web.
- Developing and managing relationships with cross-functional teams and project managers to create strategies and marketing initiatives, including; data analytics and learnings for the creative department, product sheets and digital kits for account managers and commercial distributors, training materials for boutique and retail, press releases and media for public relations, and newsletters for CRM.
- Ensuring our teams in the U.S., Europe, and Asia are aligned with the global communication strategy developed from our headquarters in Mexico and using effective strategies and materials for their respective international markets with cultural and regional awareness.

Content Project Manager

Mar. 2022 – Jan. 2023

- Managed a copywriting team to build our brand voice and architecture in the English and Spanish language after rebranding from a spirits company to a luxury brand focused on artisanal spirits, hospitality and creations. Identifying and expressing communication objectives, key messages, storytelling and brand values in all of the copy and content needed for our creative campaigns and company-wide materials.
- Responsible for building our creative campaign calendar and managing work requests for various content materials and projects across the company. Ensuring a 360 strategy through brief generation and understanding the needs, deadlines and purpose of these projects in order to effectively delegate tasks across our copy, branding and audio visual production teams.

## YAHOO

New York, NY

Sr. E-Commerce Partnerships Associate

Jan. 2022 – Mar. 2022

Sr. E-Commerce Operations & Strategy Analyst

Jun. 2021 – Dec. 2021

- A key contributor to the initial launch of Yahoo Shops, a proposed e-commerce marketplace for Yahoo Inc with 40+ merchants and 100k+ products. Created seller onboarding documentation, communicated website design changes to our product team, reviewed on-site language with our legal team, developed content packages and roadmaps for tentpole campaigns.
- Account manager for a portfolio of 20+ brands, serving as the main, client-facing point of contact for day to day operations and communications. Integrated new brands to our marketplace via Mirakl and Shopify, monitoring sales performance, order management and site traffic via Mirakl data and MAW analytics, developed e-commerce strategies for customer retention and brand growth.
- Prospected and negotiated flat-fee content opportunities with e-commerce brands looking for dedicated media coverage on InTheKnow.com. Ideated content proposals and programs for our clients, managed editorial execution and reviewed revenue and traffic performance.

## HUFFPOST

New York, NY

Associate Affiliate Commerce Editor

Feb. 2020 – Jun. 2021

Lifestyle Affiliate Commerce Writer

Nov. 2018 – Feb. 2020

- Created shoppable content in the form of articles, first-person reviews, trend reports and newsletters covering fashion, beauty, home, lifestyle and tech products. Optimized this content using SEO best practices, expert curation skills, research, expert interviews and high-commission merchants to ensure maximum audience reach, customer engagement and affiliate revenue for our commerce team, resulting in \$1.7M net revenue for the year. Tracked and reported weekly article performance and revenue, translated learnings into a weekly document with context that was shared across horizontal teams and departments. Managed a newsletter with 170K subscribers that had above industry standard open rates of 30% and became an additional stream of revenue for our team.

## OTHER PAST EXPERIENCE

Stella McCartney, HGTV, Blooms by the Box, Anthropologie, CafeMedia

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## EDUCATION

**MARIST COLLEGE 2020** | M.A. Integrated Marketing Communications

**RUTGERS UNIVERSITY 2017** | B.A. Journalism & Media Studies | Minors: Visual Arts, Spanish, Digital Communication

**SVA 2017** | C.E. Art of Design

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## SKILLS

Fluent in Spanish | Adobe Photoshop | Adobe InDesign | Facebook Blueprint | Google Analytics | MAW Analytics Media Insight Tool | Parse.ly | Mirakl | Mirakl Connect | Shopify | Jira | Later | Schedugram | Wordpress | Squarespace | Fashion GPS | Joor | Merchant Onboarding & Integration | Account Management | Merchandising | Email Marketing | Newsletter Management | Revenue Tracking | Skimlinks | Impact Radius | Amazon Affiliate | Sponsored Content | SEO | Reporting | Blogging | DSLR Photography | Microsoft Office | Google Workspace