



## d'nelle throneberry

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### qualifications

- **Website design, maintenance & management:** management experience of over 15 different websites using HTML, CSS, and content management systems such as WordPress and Google Blogger to update content, modify site structure and improve visual presentation; designed blog skins and websites for 5 small organizations and 4 individuals using Adobe CS software (including Dreamweaver, InDesign, Illustrator, Photoshop, ImageReady, and Fireworks).
- **Website marketing & SEO experience:** worked with four clients to optimize their websites for search engines and increase website traffic & e-newsletter subscriptions using Google AdWords, article placement, keyword analysis and site map submission; currently manage a website for a local baker that increased her sales by 200% in the first 3 months; manage a blog for several different quilt artists, one of whom secured 6 new clients in 6 months & a 50% increase in sales after the launch of her digital branding campaign.
- **Social media experience:** led teams to create twitter and facebook accounts, supervised deployment & management of those accounts with the marketing departments; currently maintain personal Facebook, LinkedIn, MySpace and Twitter accounts.
- **E-mail campaign design and management:** proficient on multiple platforms including internal systems, EMMA and Constant Contact; worked on over 10,000 email campaigns. At Acxiom, opt-out rates for my main client were lowered by 10%.
- **Online performance analysis:** monitored websites using Google Analytics; created marketing plans and promotions initiatives using data history & forecasting; developed business cases based on market segmentation & analysis
- **Cloud computing expertise:** experience in using multiple online communications management systems, including Intuit's Quickbase, Google Documents, ning.com, and WordPress; skilled at quickly learning new applications due to years of experience on various internal databases.
- **Blogging & writing:** author of a blog (over 70 posts) in conjunction with Greener Nashville to promote area events and stores; freelance writer for local Nashville publications including Nashville Paw Magazine
- **Extensive sales experience:** converted approximately 450 phone prospects into customers; created and developed sales collateral for print & digital media.

**To see my online portfolio, visit <http://www.berry-interesting.com/portfolio.html>**

### employment history

**Nashville Pics, LLC** - online photography magazine

January 2010-present

Webmaster and Social Media & Digital Technology consultant

**The Princeton Review** - Standardized test preparation & tutoring

January 2006-December 2009

Director of Operations 3/08-12/09, previously Teacher/Tutor 1/06-12/09

**Acxiom Direct** - Digital data management & e-communications

November 2006-March 2008

Production Manager, Client Delivery Specialist

**Williamson County Newspaper Publishing Corporation** - Publishers of The Williamson Herald, a local newspaper

November 2005-November 2006

E-communications Director, Production Assistant & Briefs Editor

### education

**Vanderbilt University**, BA English & Spanish. Merit Scholarship recipient.

**University of Georgia**, Cuban Summer program, 2004

## what you're missing

A driven, enthusiastic digital project & brand manager who is highly organized, client-focused and quick to learn new systems... someone who can do just about anything, and do it with flair!

## affiliations

**Berry Interesting Productions**

Owner & President

**Delta Gamma Fraternity**

Communications Advisor

**Nashville Humane Society**

Volunteer

**Hands On Nashville**

Volunteer

## references

**Courtney Cuden**

Nashville Pics, LLC

615-870-8220 cell

**Melanie Malloy** - Teacher

The Princeton Review

615-482-6476 home

**Marshall Romero** - Designer

Berry Interesting Productions

615-584-3609 cell

**Robin Choate** - Production Head

Williamson Herald

931-489-2031 home