

DELANEY NIEHOFF

DIGITAL MARKETER

PROFESSIONAL GOAL

Achieve strategic excellence and drive business objectives through a combination of insight and understanding, experimentation and testing of new platforms and capabilities, and continued creative engagement of audiences through digital and social marketing tactics.

EXPERIENCE

SOCIAL MEDIA MANAGER

THE WALT DISNEY COMPANY | MAY 2018 - PRESENT

- Own organic and paid social strategies for lines of business within Disney Parks, Experiences and Products
- Manage over 200 individual campaigns annually with a \$5M+ investment and secured additional budget during the pandemic to grow reach and results
- Maintain organic editorial calendar and posting cadence, monitor trends, and ideate copy for unique audiences across channels
- Provide creative and strategic direction to internal and 3rd party partners, owning communication, content curation, and feedback loop with all necessary partners
- Analyze weekly, monthly, and quarterly performance to inform future strategies and recommendations, including sentiment and ongoing benchmarks

DIGITAL MARKETING SPECIALIST

COACHING FOR LIFE ACADEMY | APR 2017 - MAY 2018

- Drove leads and engaged existing customers by delivering relevant content across digital channels including e-mail, LinkedIn, Facebook, and Twitter
- Defined unique strategy for each social platform and audience
- Created and sourced content per audience to drive business objectives

DOMESTIC OPERATIONS INTERN - HOME MEDIA

PARAMOUNT PICTURES | JUNE 2017 - AUG 2017

- Increased efficiencies in the product cost evaluation stage by organizing existing resources, building digital templates, and boosted communication with internal and external marketing and ops partners to ensure timely progress and delivery

DIGITAL MARKETING MANAGER

LAZERTAG EXTREME | JAN 2014 - JUNE 2017

- Developed and implemented an integrated marketing communication plan from the ground up, across search, social, and email
- Built social media presence, growing to over 6,000 followers in the first 18 months
- Created content via Adobe Photoshop, published via Hootsuite
- Ideated engaging social posts using questions, weekly roundups, and new units as they became available

EDUCATION

BACHELOR'S DEGREE, MARKETING

Santa Clara University | Summa Cum Laude

SKILLS

- Social and digital marketing strategy, copy writing, social creative production and direction, Campaign creation, KPI analysis and optimization, audience development, A/B testing, Lift studies, partner communication
- Platforms & Tools - Facebook, Instagram, Twitter, Snapchat, LinkedIn, TikTok, Pinterest, YouTube, Google Ads, Constant Contact, Sprinklr, Curalate, Hootsuite, Buffer, Adobe Creative Suite (Premiere, Photoshop), Microsoft Office Suite, AVID Media Composer, Tableau, Adobe Analytics

CONTACT

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