



Darcie Duttweiler

Experienced Digital
Marketing Expert

Get in touch!

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Academic History

Southwestern University

Bachelor's of Arts |

Communications Studies |

Graduated Magna Cum Laude with
a 3.83 GPA May 2006

- Named to Dean's List every semester
- Arts & Entertainment Editor of school newspaper, *The Megaphone* 2005-2006
- Interviewed Pulitzer Prize-winning playwright Tony Kushner
- Editorial intern at *Jane* magazine
- Member of Lambda Pi Eta, Phi Beta Kappa, and Alpha Chi national honor societies

Technical Skills

- InDesign/Canva
- Drupal/WordPress/Square Space, etc.
- Google Analytics
- Some HTML coding
- Twitter, Facebook, Pinterest, Instagram; Later, Buffer, Hootsuite, etc.
- Email marketing software: MailChimp, Constant Contact, Robly, etc.
- Photoshop
- Microsoft Office

Relevant Work Experience

Digital Marketing Manager

La Corsha Hospitality Group | October 2018 - Present

- Lead strategy and content development for all digital marketing efforts.
- Create & implement email marketing strategy.
- Coordinate with outside marketing services to improve conversions.
- Collaborate and manage external PR team to promote brands.
- Serve as internal creative producer, creating menus, signage, in-room collateral, etc.
- Plan and execute events for hotels and restaurants.
- Create, manage, and optimize digital branding guidelines for all properties.
- Manage and optimize websites.
- Influencer marketing outreach and management.
- Strategize, plan, create, and manage social media accounts.
- Online review management for all brands.

Digital Media Manager

Austin Monthly Magazine | March 2014-August 2018

- Increased website sessions and social media following exponentially.
- Strategized, created, developed, and managed content for web presence, including editorial content, newsletters, and advertising/marketing content.
- Developed master content calendar for all web properties.
- Assigned, scheduled, and edited all web content.
- Tracked, monitored, and reported on site metrics, utilizing data to make improvements.
- Collaborated with designers and developers to improve and enhance website.
- Wrote original content for website, as well as magazine, including feature articles.
- Strategized all social media campaigns, including creating/managing all calendars, creating original materials, brainstorming and managing graphics/videos for Twitter, Facebook, and Instagram; Create, manage, and test all social media advertising; Track social media campaigns.
- Collaborated with events team to plan, market, and promote signature events.
- Collaborated with sales team to implement sellable web content campaigns.
- Strategized, coordinated, and produced all email marketing campaigns.
- Produced and directed video shoots while working with videographers and editors.

Content Strategist

Peddle | January 2012-March 2014

- Strategized, wrote, edited, and updated content for junkmycar.com, peddle.com, and getusedparts.com and all mobile apps.
- Assisted in rebranding of Junk my Car to Peddle.
- Wrote and edited internal/external communications.
- Wrote marketing materials, such as press releases and print ads.
- Worked closely with designers, developers, and QA team to implement new copy/pages and update existing content on websites and mobile apps.
- Collaborated with creative team on redesigning web pages.
- Crafted meta descriptions, title tags, and other SEO components of site.
- Created and implemented tone/style guide.

Copywriting Associate

Zilker Ventures | January 2010-July 2011

- Created press releases, blogs, articles, and eNewsletters.
- Created and edited content for multiple eCommerce websites.
- Project managed launch of websites from conception to QA process.
- Collaborated with design and UX team to mock and create websites.
- Maintained websites and tested elements using metrics to improve conversion.
- Built style guide for multiple sites.
- Trained and managed research team.
- Utilized SEO tactics in copywriting.
- Managed relationships with affiliate marketing vendors.
- Managed Twitter and Facebook accounts.