

Danielle P. DeSimone

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SKILLS

- 10+ years of brand copywriting, content marketing strategy, and social media production and management.
- Google Analytics, Microsoft Office Suite, Adobe Creative Suite, WordPress, Wix, Canva, Extensis Portfolio

PROFESSIONAL EXPERIENCE

- **Senior Content Marketing Manager** – April 2022-Current. *United Service Organizations (USO)*
 - Leads and produces the USO Marketing department's organic content strategy while managing and creating content for the department's editorial calendar. Writes and edits copy for marketing and fundraising channels, ensuring a consistent USO brand voice. Develops brand writing style, trains staff, and enforces standards across the USO.
 - Manages a team of 25 field writers and videographers, and directly supervises a team of two internal staff. Collaborates with Marketing colleagues throughout five domestic and international regions to deliver impact-driven storytelling.
 - Leads the development and execution of digital campaigns with cross-functional teams, increasing social media engagement and growing the follower base of 1.5 million followers across social channels to amplify the USO's mission and engage diverse audiences worldwide. Directs social content capture and production efforts by field staff, and oversees strategic deployment of communication plans across platforms. Led a 334% increase YoY in reactions across social channels, and a 46% YoY increase in returning visitors to the USO's website in 2025.
 - Writes video scripts, supports the production of brand video projects, and leads the strategy and execution of domestic and international content capture trips. Captures photography and video of USO mission delivery, events, entertainers, and corporate partners for marketing and fundraising content across all digital and print platforms. Received a "USO Spot Award" for content capture work at a USO Capitol Hill event.
- **Senior Marketing Content Specialist** – July 2018-April 2022. *United Service Organizations (USO)*
 - Produced brand copy for key marketing and fundraising campaign initiatives, social media, the website, longform stories, video scripts, print materials, annual reports, etc., totaling between 150-350+ pieces of content per year.
 - Edited copy for other USO departments and external vendors to ensure accurate representation of the USO brand voice in email marketing campaigns, direct mail collateral, direct response marketing, fundraising events, congressional reports, and stewardship reports. Authored a brand copy guideline used by the entire organization.
 - Was a key contributor to USO Marketing's content strategy. Leveraged Google Analytics and SEO findings to produce content for the USO's target audience and donor personas, and to meet fundraising and engagement goals.
- **Freelance Writer** – Sept. 2019-May 2020. *The McClatchy Company*
 - Wrote website copy and stories for a variety of industry clients, including construction, state tourism, and Native American Nations.
- **Social Media Manager & Assistant Editor** – June 2015-July 2018. *The National Italian American Foundation (NIAF)*
 - Wrote feature stories for NIAF's magazine. Edited magazine copy and layout, sourced and managed freelance writers for magazine and NIAF blog. Produced online advertising for sponsors. Edited board reports, event speeches, and promotional materials. Co-wrote an uncredited op-ed featured in The New York Times in 2018.
 - Managed all social media channels for a global audience of 300,000+. Developed and executed marketing strategies to increase NIAF's reach to target audiences nationally and globally, and managed membership emails. Created written and visual content for the website. Provided Italian language translation in materials and interpretation in person.
 - Represented NIAF on Capitol Hill, at the Embassy of Italy, and fundraising events. Assisted with the planning and execution of NIAF's two annual fundraising galas, which represented over 80% of annual fundraising.
- **Writer/"Meaningful Travel Insider"** – Sept. 2014-Aug. 2018. *GoAbroad.com*
 - Researched and wrote articles on international education and travel, published on the GoAbroad website. Pitched article themes and topics to editorial team, leveraged SEO data to produce optimized content.
 - Authored the GoAbroad **#1 Best Meaningful Travel Article for 2016**, based on reader feedback and SEO data.
- **Marketing & Communications Assistant** – Jan. 2015-June 2015. *The University of Queensland (UQ) North America*
 - Researched and wrote articles, managed social media channels and produced website content. Assisted with UQ North America's marketing and communications strategy. Managed online contests and promotions.
 - Executed event planning and management. Represented UQ at national and international conferences, as well as at the Embassy of Australia.

EDUCATION

- **University of Mary Washington (UMW) – 2014**
 - Bachelor of Arts: English with Creative Writing
 - Bachelor of Arts: Italian Studies
- *Phi Beta Kappa Honor Society*
- *Magna Cum Laude*
- *Study Abroad at ASE Program in Bath, England – 2012*
- *Study Abroad at Università di Bologna, in Bologna, Italy – 2013*