



Dana Casielles

Profile

With over a decade of experience, I'm a seasoned communications specialist, writing, and editing expert, adept at conveying complex messages with clarity and precision, while adhering to company policies and guidelines. My exceptional customer service skills and enthusiasm complement my writing expertise, making me a valuable mouthpiece for articulating efficient ideas and fostering positive relationships.

Employment History

Lead Host, PetSuites, Lake in the Hills

FEBRUARY 2024 – PRESENT

- Provide high-quality customer service to all clients and pets to ensure their satisfaction.
- Ensure the smooth daily operations of the resort, focusing on efficiency and quality.
- Lead the host team to create a welcoming atmosphere for guests, starting from their first step into the resort.
- Maintain a customer-first approach to address issues promptly and effectively, enhancing the overall guest experience.

Reality TV News Contributing Writer, Screen Rant, Remote

AUGUST 2023 – MAY 2024

- Produce engaging and informative articles about various reality TV shows, episodes, cast, and behind-the-scenes insights.
- Pitch unexplored ideas for articles, series, and features related to reality TV shows.
- Ensure the accuracy of information and fact-check all content before publication.
- Implement SEO best practices to optimize articles for search engines.

Contributing SEO Copywriter, Officite, Remote

JUNE 2019 – PRESENT

- Receive weekly diverse article assignments from editors within Sequoia covering healthcare-related subjects and complete assigned articles within the given time-frame.
- Ensure content meets SEO standards and aligns with the platform's guidelines using a tone and style that resonates with the target audience.
- Conduct thorough research and fact-checking for accuracy and credibility.
- Submit completed articles to editors for review while remaining open to feedback and revisions.

Associate Editor, Informa Tech, Remote

FEBRUARY 2020 – DECEMBER 2022

As the associate editor for Informa Tech's media sites, **No Jitter & WorkSpace Connect**, my core responsibilities included:

- Developing target audience content; engaging with the editorial, production, and digital events teams; assisting with the industry's largest event: Enterprise Connect.
- Pitching and generating stories by tapping industry executives and subject matter experts for interviews and briefings

Details

Algonquin, IL
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Links

[LinkedIn](#)

[Portfolio](#)

Skills

Ability to Collaborate Remotely
Ability to Multitask
Acrobat Pro
Adaptability
AP Style Knowledge
Basic HTML Knowledge
B2B and B2C Writing
Communication
Content Management Systems
Content Marketing
Content Research & Development
Customer Service
Effective Time Management & Organization
Emotional Intelligence
Fast Learner
Flexibility and Adaptability
Google Docs, Sheets, Slides
Instagram, TikTok, YouTube Studio
Leadership and Management
Meticulous Attention to Detail
Microsoft Office Suite
Problem-Solving
Project Management
SEO Knowledge & Content Syndication
Social Media Management
Teamwork
Video Editing

- Working within a best practice editorial environment, driving efficiency and effectiveness; implementing initiatives that improve the performance of content, social media, and SEO
- Performing operational tasks, managing our editorial calendar, publishing articles to both sites and promoting content and events on social media using Hoot suite

Marketing Copywriter, Career Education Corporation, Schaumburg

NOVEMBER 2018 – APRIL 2019

- Participated in A/B testing and analyzed the performance of different copies to refine and optimize content for better engagement and conversions.
- Ensured all content met brand guidelines, was error-free, compliant, and resonated with the target audience.
- Managed our test testimonial library with quotes and videos from students and Alumni to showcase the success stories of Colorado Technical University (CTU) and American Intercontinental University
- Wrote engaging and informative content for each university's website, including program descriptions, ad copy, brochures, and landing pages to attract new students

SEO Copywriter, Internet Brands, Oakbrook

JUNE 2015 – NOVEMBER 2018

- Produced clean and credible copy and being accountable for the final development of creative assets
- Maintained a consistent voice across channels, including newsletters, emails, website, social media, and press releases
- Attended and coached project kick-off meetings and examined various project briefs, with close attention to marketing objectives and copy requests
- Supervised a small team and assumed ownership of deadlines, project schedules, and updates

Contributing Writer , Roaming Hunger, Remote

SEPTEMBER 2014 – DECEMBER 2015

- Pitched engaging topics for the food truck beat to create error-free mini-feature articles profiling small business owners
- Conducted on-site and phone interviews with food truck owners, chefs, and industry experts

Teller/Customer Service Representative , TCF Bank, Park Ridge

MARCH 2010 – JUNE 2015

Education

BA in Journalism, Columbia College Chicago, Chicago

JANUARY 2010 – MAY 2013

- Dean's List - 3.75 GPA

City Colleges of Chicago-Wilbur Wright College, Chicago

SEPTEMBER 2008 – DECEMBER 2009

- Dean's List - 3.5 GPA

References

References available upon request