

Deanna Imfeld

Content Creator and Artist

BS Business Marketing

518-727-2260

www.tallyrose.net

talularoseart@gmail.com

I am a digital marketer specializing in content management, writing, and graphic design. Through my diverse work experience and many passions, I am able to craft intentional branding and content.

REFERENCES

Leah Guzman | Art Therapist

theartfulexperience@gmail.com

<https://leahguzman.com/>

EDUCATION

Bachelor of Business Marketing Major

Griffith University | 2016

SKILLS

- Commercial photography
- Photoshop
- Procreate and Illustrator
- Content and copywriting
- Content management
- Brand Development
- SEO

EXPERIENCE

Freelance Content Writer and Artist

Owner | June 2020-Present

- Over 1500 views on articles through Medium
- Host and Editor of Podcast Cracks in the Foundation
- Record and edit video content for artists
- Host of weekly newsletter
- Create and sell commissioned artwork

Freelance Marketing and Branding

2019-Present

- Develop brand guide, marketing plan and web content for construction start-up LIM Living LLC
- Create content plan for artist and therapist, Leah Guzman
- Build content strategy and web redesign for Pixfizz Inc.
- Web content and design for small businesses like PJ Events

Digital Content Manager

Beverly Hills Teddy Bear Co. | Dec 2018 - Apr 2020

- Manage and edit commercial and social photography
- Design graphics for website and 8+ social channels
- Oversee social media channels for 10 brands
- Work with L.A. Zoo for brand collaboration, events, commercials etc.
- Write and edit copy for website and branding materials
- Develop marketing material for domestic and international sales

Instructional Designer and Content Writer

Mediasphere | Jan 2017-Feb 2018

- Research, write and build eLearning courses using CMS editor, Photoshop and Camtasia
- Create video content, voice-over audio and eLearning graphics
- Work with clients to build industry compliant e-courses
- Research and write 4 SEO-driven blogs each week

Content Marketing Assistant

Cloud Assess | Jan 2016-Nov 2016

- Assess current marketing strategies and develop new strategic marketing plan
- Coordinate with the sales team to develop methods for better client retention
- Help build a customer loyalty plan
- Write industry-specific blogs
- Create blog, PR, and sales graphics with Illustrator and InDesign