

DANTE MASSEY

MARKETING AND DESIGN PROFESSIONAL

CONTACT

412.645.1913
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www.dmasseyportfolio.com

SKILLS

Adobe Creative Suite
Graphic Design
WordPress
SEO
Marketing
Videography
Photography
Web Design
Branding
Writing
Collaboration
Innovation
Creativity

EDUCATION

Bachelor of Arts
Communications
2014
Pennsylvania State University

AWARDS

Keystone Press Award
2015
Graphic Illustration

Keystone Press Award
2014
Graphic Illustration

EXPERIENCE

Marketing Coordinator | 2022-2024

Navis Clinical Laboratories

- Developed comprehensive company brand identity, including color palette, typography, website, and logo design.
- Designed marketing collateral such as brochures, sales materials, and promotional videos.
- Managed social media platforms, creating and scheduling content to boost engagement and brand visibility.
- Worked with vendors and external agencies to ensure timely production and delivery of marketing assets.
- Collaborated with cross-functional teams to maintain brand consistency across all marketing initiatives.
- Generated monthly reports leveraging data-driven insights to enhance and optimize future campaign performance.

Key Highlights:

- Increased LinkedIn followers by 325 in the first year and maintained a positive increase month-to-month.
- Led an initiative to create SEO specific content leading to a 50% increase in website visitors.
- Created 20 videos with an average monthly viewership of 3k views on Youtube.

Marketing Director | 2017-2022

Desh & Co.

- Created a cohesive brand identity from concept to execution, including logo design, color palette, and brand guidelines.
- Developed and implemented marketing strategies to increase brand awareness, drive customer acquisition, and boost revenue.
- Managed the creation of marketing content for the website, brochures, and social media, ensuring alignment with the brand vision.
- Oversaw brand photo shoots, including location scouting, lighting setup, and post-processing for high-quality visual assets.

Key Highlights:

- Marketing efforts led to a revenue of \$50k in the first year.
- Grew our Instagram following to 12.6k.
- Added \$6,300 in revenue in 2020 by adding photo services to our education classes.

VISIT LINKEDIN FOR MY FULL WORK HISTORY:

www.linkedin.com/in/dante-massey-83b13791



Dante Massey