

Daniel Dreval

daniel.dreval98@gmail.com • +1 (954) 397-0523 • Berkeley CA, USA • [ddreval.com](https://www.dreval.com)

EDUCATION

Boston University

Bachelor of Arts in Economics | Bachelor of Arts in History of Art and Architecture

Boston, Massachusetts

Sep 2017 – May 2021

WORK EXPERIENCE

Massachusetts College of Art and Design

Marketing and Web Producer

Boston, Massachusetts

June 2023 - Present

- Resolving 1,000+ annual website support requests for faculty and staff, maintaining web functionality, accessibility, and brand consistency across institutional web properties.
- Tracking website and email analytics for monthly and weekly reports.
- Upholding branding and digital imagery on the website and throughout institutional platforms.
- Managing Mailchimp subscriber databases and audience segmentation to support targeted campus communications and newsletter distribution.
- Core member of the website redesign team, migrating CMS, and redesigning 400+ pages of web content including branding, copy, and layout on the main Massart.edu website.

Harvard Kennedy School

Digital Marketing Specialist

Boston, Massachusetts

Dec 2022 - Jun 2023

- Responsible for building outbound broadcast e-mails in both Pardot and iContact email service providers, resulting in an increase in web traffic and applications submitted when compared to the previous year.
- Filtered and exported segmented lists from the Salesforce CRM for targeted marketing outreach.
- De-dupe/suppressing lists when necessary to ensure accurate list count and reduce list fatigue.
- Served as the principal website content editor to support marketing outreach and new program launches while upholding and maintaining Harvard's brand standards.
- Developed digital marketing campaigns run on Google Ads, Facebook, LinkedIn, and Instagram., resulting in an increase of 37% in engagements, 38% in impressions, 40% in post link clicks, and 7.5% in audience when compared to the previous year.

Ermetic

Marketing and Sales Coordinator

Boston, Massachusetts

Jul 2021 – Jul 2022

- Developed and maintained Salesforce dashboards.
- Assisted with Social Media, Email Marketing, and Analytics.
- Provided event support at all stages for annual conferences by managing registrations, providing day-of assistance, and contributing to post-event analysis reporting.
- Sourced and vetted external products and vendors for swag, print projects, events, etc.
- Rewrote copy for outreach sales emails increasing open rate significantly.
- Led Development for sales team onboarding platform.
- Organized and led weekly intern performance meetings.

SKILLS

Website build and management: CMS (Drupal, Wordpress, Wix, Shopify, Bigcommerce), HTML, CSS

Design tools including Figma, Canva, and Adobe Products:Photoshop, Illustrator, &InDesign, Premiere Pro

Email marketing platforms: MailChimp, Pardot, & iContact

Ads and Analytics: Google Analytics, Tag Manager, Google Ads, STATA, Pandas

Social Media Management: Hootsuite

Database Management: SQL, Pandas, Excel, Google Sheets

Additional Interests: Rock Climbing, Music Production, Cooking, Video/Photography