

Danielle Kando-Kaiser

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<https://www.behance.net/danikando>

I am an communications and marketing specialist with two decades of experience in developing dynamic communications plans and marketing plans, as well as award-winning print and online content. I have direct experience with content editing, copy writing, technical writing, SEO/SEM, journalism, press releases and speech writing. I have created marketing and communications strategies for some of California's top retail companies and governmental associations.

I am also an experienced grant and proposal writer with a decade of experience in the successful procurement of funds. My proposals have garnered more than \$300 million in funding for non-profit, educational, and community economic development groups.

WORK EXPERIENCE

CA, USA

Apr 2014 – Present

Creative Evolution

Marketing Consultant

I am currently working with Creative Evolution on the rebranding of Pasolivo, a Paso Robles-based luxury goods company and travel destination that produces internationally awarded olive oils, gourmet foods, and beauty products.

CA, USA

Aug 2012

Avergon Marketing Group

Marketing and Public Relations Consultant

CA, USA

Dec 2011

International Code Council

Marketing Consultant

Online marketing for ICC Membership department, including membership campaigns, release of new products and publications, and member success stories.

CA, USA

Jul 2010

Freelance

Marketing and PR Consultant

In addition to my current work with Creative Evolution and Avergon Marketing Group, I have assisted in the rebranding of Specialty's - San Francisco's premiere corporate and special events catering company. Produced original copy and edited content for 2010 print, online and direct mail campaigns.

Wrote and edited copy for New York-based The Altman Group's 2010-2011 direct mail campaign. Created dynamic and concise content for one of the nation's top shareholder communications groups.

CA, USA

Apr 2010 – Jul 2010

Pearson

Content Specialist

Edited online coursework for Pearson Education Systems. Specialized in online curriculum development for writing and editing courses.

CA, USA

Oct 2008 – Apr 2010

California Travel & Tourism Commission

Web & Publications Coordinator

Online and print marketing for the California Travel & Tourism Commission.

Managed production of the official California Visitors Guide, Road Trips driving guide, official state

map, and 11 international guides. Worked with Sunset magazine's custom media group to fulfill production, worldwide distribution and reporting on all publications.

Received the SASI 2010 award for Best Marketing Campaign- Publication for Road Trips 2009.

Coordinated interactive development and marketing projects for visitcalifornia.com. Coordinated all online marketing advisory committees and co-op advertising programs with tourism partners.

CA, USA

Feb 2008 – Oct 2008

CBIA

Editor - California Builder Magazine

Edited, wrote features for, and assisted in layout of CBIA's bi-monthly magazine featuring developments, politics, and editorials on state and national building industries.

Received Western Publications Association's 2008 Maggie Award for Best Association Publication.

Designed, developed, and marketed magazine's online presence at www.cabuilder.com and www.cbia.org.

CA, USA

Jan 2002 – Feb 2008

Williams-Sonoma

Copywriter & Copy Editor

Copywriter and editor for Pottery Barn, Williams-Sonoma Home, and West Elm. Created and edited copy for catalogs, product information sheets, in-store carry away cards and signage.

EDUCATION

Davis, CA, USA

Jan 1995 – Jun 1997

University of California

BA, English

**San Francisco, CA,
USA**

Aug 1998 – Jun 2000

San Francisco State University

MA, Critical Theory

AWARDS

2009

SASI

Best Print Marketing Campaign - Road Trips Magazine

2008

WACE

Best Association Magazine - California Builder Magazine
