

DANIELLE RUBEN

DESIGNER | MARKETING MANAGER | CONTENT CREATOR



EXPERIENCE

MARKETING MANAGER

CIRE Partners | Remote | May 2022 - September 2023

- Managed Marketing Department, including marketing packages, social media, recruitment, branding, and design for company's public presence.
- Prepared and designed marketing packages, site plans, and aerials.
- Implemented streamlined marketing department processes for improved efficiency.
- Maintained and updated company website.
- Facilitated and tracked broker commissions with accounting department.

MARKETING COORDINATOR

SRS Real Estate Partners | Las Vegas | Feb 2021 - Feb 2022

- Managed Marketing Department for the Las Vegas office, including marketing packages, booklet production, online marketing presence, ad listings, and more.
- Prepared and designed marketing proposals and sales packages.
- Coordinated the management of packages and correspondence, while diligently tracking and replenishing office supplies.
- Created site plans and aerials for various Las Vegas properties

MARKETING MANAGER

SVN | The Equity Group | Las Vegas | Dec 2019 - Feb 2021

- Supervised the Marketing Department, encompassing marketing packages, social media initiatives, branding strategies, and all design elements.
- Prepared and designed marketing proposals and sales packages.
- Designed, purchased, and coordinated the execution of both physical and online marketing campaigns.
- Planned and executed aerial drone photoshoots as needed for various listings.

MARKETING COORDINATOR | GRAPHIC DESIGNER

Marcus & Millichap | Las Vegas | Aug 2017 - Dec 2019

- Prepared and designed marketing packages, site plans, and aerials.
- Designed, purchased, and coordinated the execution of both physical and online marketing campaigns.
- Created and implemented a highly effective website highlighting the strengths of agents and showcasing all active property listings.
- Researched and verified data from across the country to proactively track ownership, availability, and sale of commercial properties.

MARKETING DIRECTOR | EVENT PLANNER

Sabakon | Remote/Las Vegas | Apr 2010 - Sep 2019

- Provided leadership in developing programming, organizational, and financial plans with the Board of Directors and staff.
- Refined all aspects of communications from web presence (social media, email campaigns, website) to external relations to create a stronger brand.
- Oversaw the design and production of all marketing materials.
- Successfully orchestrated and executed large-scale pop culture conventions, seamlessly managing all aspects of event planning, including vendor coordination, program scheduling, budgeting, and attendee experience.

EDUCATION

ARTIFICIAL INTELLIGENCE: BUSINESS STRATEGIES & APPLICATIONS

UC Berkeley Haas School of Business
May 2023 - July 2023

BACHELOR'S OF FINE ART IN GRAPHIC DESIGN

University of Nevada, Las Vegas
Sep 2011 - Dec 2014

ADVANCED HONORS HIGH SCHOOL DIPLOMA

Class Rank 1: Valedictorian
Academy for Individualized Study
Oct 2010 - Dec 2010

SKILLS

SOFTWARE/TOOL PROFICIENCIES

InDesign		MASTER
Illustrator		MASTER
Photoshop		PROFICIENT
Premiere		PROFICIENT
Powerpoint		EXPERT
Wordpress		PROFICIENT
Mailchimp		EXPERT

SOCIAL MEDIA PROFICIENCIES



OTHER SKILLS

Print & Digital Design, Video Editing, Spreadsheet Design, Google Ads, Meta Business Suite, Brand Management, Content Creation, Project Management, Marketing Automation, SEO, Event Planning and Management, Team Leadership, Typography, Color Theory, Print Production and Prepress

HOBBIES

Baking, Board Games, International Travel, Blogging, Theme Parks, Board Game Design, Volunteering, Gardening, Interior Design