

# MAYA DELANY

DIGITAL MARKETER &  
CAMPAIGN STRATEGIST

## EDUCATION

Mount Holyoke College

*Bachelor of Arts in American Studies  
& Film Studies | 2013 - 2017*

GPA: 3.75, Magna Cum Laude  
English Department Merrill Prize

## REACH ME AT

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## SKILLS

Facebook Business Manager  
Google Ads/Ad Words  
Google Ads Editor  
Datorama  
SQL  
Adobe Photoshop, Premiere, InDesign  
Microsoft Office  
Google Suite  
WordPress  
Quickbooks  
ADP Payroll Services

## WORK EXPERIENCE

### Digital Marketing Analyst

*Capacity Interactive | October 2019-Present*

- Assisted and supported account management for a portfolio of 11 arts nonprofit clients, involving developing, implementing, analyzing, and optimizing full-funnel digital marketing strategies with various goals and KPIs for paid Facebook/Instagram and Google Display/YouTube campaigns.
- Cultivated long-term client relationships with key partners, leading regular calls, reporting on Facebook/Instagram and Google Display campaign metrics and performance, and delivering new client presentations on paid and organic social media best practices.
- Built out, optimized, and managed keywords and ads for several clients' Google Grant accounts, utilizing Google Ads Editor and Google Ads/AdWords; collaborated with Search team colleagues to share learnings and implement up-to-date Search tools/changes and emerging strategies.
- Developed dashboards with visualizations to illustrate key metrics and explain trends against the identified KPIs.

### Write for Rights Campaign Assistant

*Amnesty International USA | August 2018-October 2019*

- Served as the coordinator for all aspects of Amnesty USA's Write for Rights campaign, led bi-weekly, cross-department campaign team meetings, innovated engagement strategy for new and existing campaign participants, facilitated workshops at multiple regional conferences, and assisted with the ongoing campaign strategy.
- Created and designed all campaign materials: both online, in partnership with the web development team, and offline in InDesign, Illustrator, and Photoshop, and coordinated production of all campaign materials and merchandise with vendors to fill, satisfy, and track all local and student group member material requests.
- Provided support via email, phone, and in person to campaign participants, including activists, educators, Amnesty groups and other staff, by identifying and providing strategic and relevant information, supplying materials, and delivering in-person presentations/public speaking engagements.

### Production Coordinator & Office Manager

*Walter Pictures & 330 Walter | July 2017-July 2018*

- Walter Pictures, film production company:
  - Assisted with project proposal construction and research, reading scripts, and writing coverage.
  - Prepared, ran, and tracked monthly payroll via ADP Payroll Services for film crew members.
- 330 Walter, a 3-floor co-working space for filmmakers:
  - Booked tenants, involving tours to potential clients, construction and coordination of sublease agreements, drafted and tracked invoices via QuickBooks, and assistance to tenants with operations around moving belongings in and out of the building.
  - Coordinated and oversaw the expansion of 330 Walter from 1 floor to 3, inclusive of the renovation of two 12,000 sq. ft. floors, with 24 suites each; extensive correspondence with vendors and building staff/management
  - Addressed all tenant concerns and requests to manager, appropriate building maintenance staff/vendors; designed and implemented office policies to maintain smooth day-to-day operations such as coordination of deliveries, conference room booking requests, IT needs
- Created social media content in Photoshop and maintained WordPress websites for both 330 Walter and Walter Pictures.