

DANIELLE OTALORA

CONTACT

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EDUCATION

University of Florida
BS in Business, Marketing

SKILLS

Assemble the Team

Agency Management
Creator Partnerships
Executive & Cross-Functional
Collaboration

Set the Direction

Audience Research &
Insights
Brand Positioning & Voice
Messaging Architecture
Campaign Strategy
Content & Social Strategy
Creative Direction

Bring it to Life

Narrative & Storytelling
End-to-End Video Production
Copywriting
Editorial Development

Tools

Adobe Creative Suite
Claude (Code & Design)
Canva
Figma
Descript
Sprout Social

INTERESTS

Ballet
Boxing
Gaming
Improv
Photography
Scuba Diving
Traveling
Wildlife Conservation

ABOUT ME

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I'm a creative strategist and storyteller with 8 years of experience building brands from scratch and evolving mature ones.

I bring the vision to shape how a brand shows up and the executional range to not only conceptualize a strategy or campaign, but to also bring it to life through copy, video, and social. I believe that the best creative work still depends on taste, instinct, emotion, and humor, and that AI's role in this new era will be to give ambitious ideas more room to exist.

EXPERIENCE

:Daffy

Charitable giving platform featured in the [New York Times](#) and named one of Fast Company's [Most Innovative Companies](#); helped scale from 0 to 16K+ members as one of two marketers, owning brand, campaigns, creator partnerships, and video end to end.

Interim VP of Marketing at Daffy

Jan 2025 – May 2025 · New York, NY

Drove all key brand initiatives in direct partnership with the CEO and C-suite, including [Daffy's 2024 Year in Review](#), and shaped pitch strategy with our PR agency to secure media coverage, all while maintaining core responsibilities across product release campaigns, content creation, and social media.

Senior Marketing Manager at Daffy

Jan 2024 – Dec 2024, June 2025 – Dec 2025 · Los Altos, CA

Directed all creative production, agency, and partner relationships across Daffy's brand and growth campaigns, from an [iHeartMedia partnership](#) that delivered 4M+ impressions to a [multi-channel campaign](#) that turned members' market gains into charitable donations and contributed to 80% YoY growth in new memberships, while also producing [Daffy's full body of video work](#) end-to-end, earning 1M+ views.

Marketing and Community Manager at Daffy

Jan 2023 – Dec 2023 · Los Altos, CA

Conceptualized and directed a paid TikTok campaign with 6 creators that spoke members' own language (shaping hooks and pacing while preserving each creator's voice), drawn from 330+ member interviews that also informed product and creative strategy and became an ongoing source of brand content.

Social Media and Community Manager at Daffy

Jan 2022 – Dec 2022 · Los Altos, CA

Created the vision and strategy for every owned channel and ran them day to day across content, publishing, and community management, building Daffy's brand voice and digital presence from scratch, this foundation carried through every full-funnel campaign, including the first brand campaign, which featured 30+ prominent tech leaders and drove 4.29M impressions and a 5.6x increase in donations.



Fortune 500 networking and technology company; directed creative, social, and editorial strategy across roles, leading cross-channel content activation for a global brand.

Content Activation Manager at Cisco

March 2021 – Jan 2022 · San Jose, CA

Led Cisco's cross-channel content activation strategy by building a global editorial board that aligned global and regional teams on editorial priorities (including monthly themes rooted in cultural trends) and lifted content retention 70%, while also running activation for a [documentary-style video](#) about Cisco's effort to restore connectivity across the Cayman Islands during the pandemic, made in partnership with an acclaimed Hollywood director and showcased company-wide by Cisco's CEO.

Global Social and Digital Community Strategist at Cisco

Dec 2019 – March 2021 · San Jose, CA

Developed the creative direction for Cisco's SMB social channels and tech community through customer research, collaborating with a designer and agency on assets and cross-functional teams on execution, resulting in a 38% increase in community visits and 420% increase in social engagement.