

Karen Datangel

Marketing Coordinator

San Francisco, CA 94133

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Authorized to work in the US for any employer

Work Experience

Marketing Coordinator, Global Developer Relations - Salesforce

Aquent - San Francisco, CA

January 2018 to Present

- Scale and manage programs for content lifecycle of Salesforce Developer channels, including blog, social networks (Twitter, Facebook, LinkedIn, YouTube), monthly email newsletter, and online portal.
- Plan editorial calendar and create visual assets for social content using Photoshop and Keynote.
- Utilize Social Studio and native social platforms to publish content, engage with users, and analyze content performance.
- Assist and execute on campaigns to engage existing developers and new developers (i.e. #CodeGoals, #AskCodey, Lightning Web Components Launch, Learn Web Components in One Hour).
- Host and manage logistics of the webinar program for developers.
- Create product landing pages and developer resource pages across products and topics for developer portal.
- Create internal marketing assets promoting activities and accomplishments within Global Developer Relations.
- Volunteer on expo floor of TrailheaDX and Trailhead area at Dreamforce.
- Work with stakeholders including external vendors and Developer Relations Council to unify and amplify messaging, resources, and events geared towards the Salesforce Developer audience.
- Provide general support and coordinate ad hoc projects and internal events within the Salesforce Global Developer Relations team and the broader Trailhead team.

#SFG Digital Team Specialist

San Francisco Giants - San Francisco, CA

April 2016 to February 2018

- Served as on-site social ambassador for San Francisco Giants home games at Oracle Park, assisting visitors and promoting the SFG360 virtual reality experience.
- Provided in-game updates and engaged with fans via @CafeSFG Twitter and Instagram, including creating original content and media.
- Ran social media-based contests related to trending topics, ballpark events/promotions, and evergreen ideas and managed prize fulfillment for winners as well as Ballpark app and general giveaways.
- Monitored social conversations around #SFGiants and other hashtags and keywords using TweetDeck.
- Curated #SFGiants social media posts for cafe wall display via Tagboard.
- Created and contributed to internal end-of-game recaps.
- Interfaced with Giants players and talent for on-site activation at the KNBR Fanfest.

- Synced with team members including digital media managers, assistants, and interns on improving content, logistics, and fan experience.

Social Support Specialist - Google Cloud Platform

Aquent - San Francisco, CA

February 2017 to September 2017

- Launched and scaled pilot program to provide responses to Twitter users mentioning @googlecloud or Google Cloud Platform products
- Responded to and routed support, billing, technical, and event inquiries from @googlecloud Twitter account.
- Escalated customer cases and filed internal bugs concerning products and documentation.
- Monitored Twitter conversations and community forum threads about Google Cloud Platform products and shared insights with relevant teams.
- Created weekly analytics reports using various datasets and Conversocial platform.
- Managed and published internal program playbook and other internal documentation.
- Trained vendor agents on procedures and tools.
- Cross-functioned with various support, marketing, and sales teams across the globe.

User Operations Manager

MyLikes - San Francisco, CA

December 2014 to December 2016

- Served as main point of contact for publishers, advertisers, and website visitors regarding payment, domains, traffic, content, and DMCA requests.
- Review and monitor advertiser campaigns.
- Monitored quality of influencer Facebook pages.
- Generated ideas for viral Web content and manage, review, and publish work by freelance staff and self through the MyLikes CMS.
- Tested and submitted ideas for new product features and worked with Engineering team to improve features, processes, and procedures.

Operations/Customer Support Associate

Cardpool.com - San Francisco, CA

December 2011 to May 2014

- Scaled user support and led Zendesk training for a team of ~10 agents, meeting service level agreements of 24 hours and responding to about ~400 tickets a day.
- Contributed ideas regarding policies and procedures on operations and customer service through weekly team meetings and regular one-on-one meetings with the Operations Manager.
- Wrote blog posts, monitored company's social media profiles, and worked on special projects as needed.

Education

Bachelor of Arts in Journalism

San Francisco State University - San Francisco, CA

2006 to 2011

Skills

- AP Style, Blogging, Content Creation, Content Curation, Copywriting, Customer Support, Data Entry, Digital Media, Editing, Google Apps, HTML, Interviews, Journalism, Marketing, Microsoft Office, Office Management, Online Communities, Photoshop, Public Relations, Social Media, Storytelling, WordPress, Zendesk, Keynote, Project Management, Program Management

Links

<http://karen-datangel.net>

<http://linkedin.com/in/karendatangel>

Assessments

Social Media — Proficient

May 2019

Measures a candidate's ability to create content, communicate online, and build a brand's reputation.

Full results: https://share.indeedassessments.com/share_assignment/hxtbhru0g8whcda7

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