

Karen Datangel

Writer | Marketer

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Authorized to work in the US for any employer

Work Experience

Developer Marketing Coordinator - Salesforce

Aquent - San Francisco, CA

January 2018 to Present

Manage Salesforce Developers blog program through copy-editing, working with authors and Developer Evangelists on content vetting and work orders, and publishing on WordPress platform. Create product landing pages and developer resource pages across different products and topics for developer.salesforce.com. Plan calendar and create/publish copy for Salesforce Developers social channels (Twitter, Facebook, LinkedIn) and amplify TrailheaDX event promotion via social channels using native platforms and Social Studio. Create and execute plan for @SalesforceDevs Twitter engagement. Work with email marketing team to create and distribute monthly Salesforce Developers newsletter. Transcribe and extend engagement on developer-focused webinars via social and blog posts (i.e. Ask Me Anything with Einstein and Salesforce DX product teams). Volunteer at various attendee-facing booths on-site at TrailheaDX expo floor. Provide general support and assist with ad hoc projects and internal events within the Salesforce Developers marketing team and the broader Trailhead team.

Freelance Writer

Various

June 2010 to Present

Pitched and contributed lifestyle/entertainment articles in print and online media to University Link Magazine, Examiner.com, Medium Rare, Pink and Black Magazine (Also served as a staff editor), Audrey Magazine, The Hudsucker, Academy of Art News, U Blush Magazine, Bay Area HQ, Super Sunday HQ, Bustle, SheKnows, Fandom, POPSUGAR, VINAZine, and Localwise.

#SFG Digital Team Specialist

San Francisco Giants - San Francisco, CA

April 2016 to February 2018

Curated #SFGiants social media posts for cafe wall display via Tagboard CMS. Provided in-game updates and engage 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. Assisted cafe visitors with and promoted the SFG360 virtual reality experience. Created and contributed to internal end-of-game recaps. Curated Spotify playlists for the cafe. Greeted and assisted cafe visitors. Took photos featuring Giants players and talent for attendees and staff members at the Selfie Station for the KNBR Fanfest. Synced with team members including digital media managers, assistant, and intern on improving content, logistics, and fan experience.

Social Support Specialist - Google Cloud Platform

Aquent - San Francisco, CA

February 2017 to September 2017

Responded to and routed support, billing, technical, and event inquiries from @googlecloud Twitter account. Flagged and troubleshooted actionable one-off items to social support team. Escalated customer cases and filed internal bugs concerning products and documentation. Tagged, archived, and sentimented Tweets for organizational and reporting purposes. Monitored Twitter conversations and community forum threads about Google Cloud Platform products and shared insights with team. Created weekly analytics reports using various datasets and Conversocial platform. Managed and published internal program playbook and other internal documentation. Developed and maintained knowledge of Google Cloud Platform products and cloud software industry. Trained vendor agents on procedures and tools. Cross-functioned with various support, marketing, and sales teams across the globe. Owned and assisted with ad hoc projects.

User Operations Manager

MyLikes - San Francisco, CA

December 2014 to December 2016

Troubleshoot and resolve email inquiries and Facebook page messages from publishers, advertisers, and visitors regarding payment, domains, traffic, content, and DMCA requests. Review and approve campaigns by advertisers. Monitor publisher quality through Facebook, Twitter, and other social channels. Manage accounts receivable and accounts payable. Generate ideas for viral Web content and manage, review, and publish work by freelance staff and self through the MyLikes CMS. As a community manager, monitored and reviewed flagged user content from the FriendLife and Candid social networking apps and sites, including NSFW content, spam, and abuse on profiles, posts, videos, and messaging. Measure user trends. Test and submit ideas for new product features and work with Engineering team to improve features, processes, and procedures. Miscellaneous tasks as assigned.

Operations/Customer Support Associate

Cardpool.com - San Francisco, CA

December 2011 to May 2014

Resolved customer support tickets through Zendesk and Gmail, meeting service level agreements of handling a high volume of tickets within 24 hours, and sent emails to customers in regards to orders and transactions. Trained team members on customer email support role. Processed orders for shipping and incoming inventory. Organized card inventory and prepared products for shipping. Made phone calls to customers to verify information. 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.

Office/File Clerk

Musick Peeler and Garrett LLP

June 2007 to December 2012

Created and organized files for business litigation cases and clients. Conducted data entry for file indexes and inventory spreadsheets. Assisted the branch administrative assistant with ordering and picking up supplies and office management. Greeted visitors and answered and transferred calls on multi-line phone system as a front desk receptionist. Photocopied, scanned, faxed, and collated documents, many times at high volume. Sent outgoing mail, distributed incoming mail, and received

mail and packages from carriers and messengers. Executed various office projects and provided general back-up and support to an office staff of under ten people.

Publicity Intern--San Francisco International Asian American Film Festival

Center for Asian American Media - San Francisco, CA

January 2012 to March 2012

Created and organized DVD screeners for press and staff checkout. Researched and maintained knowledge of films and programs. Helped answer and field inquiries from media outlets regarding the festival, programs, and accreditation. Checked in press at festival screenings and events and supervised press desk volunteers. Set up and took down green room and escorted talent and special guests at pre-film screening receptions. Compiled clippings of festival press coverage for archival purposes. Assisted PR manager and festival publicists with administrative tasks, including assembling press kits, editing press releases, outreach to media outlets, and creating volunteer schedules. Assisted Marketing department with implementing ideas and social media strategies in festival promotion. Communicated effectively with all festival and CAAM staff for Publicity department needs and to update on happenings within the department. Contributed ideas and feedback of overall festival logistics and future directions.

Canvass Team Member

Join Joanna Rees for Mayor - San Francisco, CA

May 2011 to November 2011

Led door-to-door outreach in assigned San Francisco precincts in regards to Joanna Rees' candidacy for mayor and the general city election and recruited supporters for campaign efforts. Distributed literature and promoted events in-person and through social media. Assisted in voter outreach through phone calls. Participated in campaign presence at events and debates. Gathered voter data.

Entertainment Intern

HollywoodLife.com - Los Angeles, CA

May 2010 to August 2010

Monitored entertainment and celebrity websites for breaking news. Assisted editors with research for daily news stories and blog posts. Wrote subheads and accompanying text for selected posts. Reported on-the-scene from various entertainment industry events and award shows - sample events included 'Toy Story 3' premiere, Katy Perry's post-MTV Movie Awards party, Burberry Beauty launch party, and VH1 Do Something Awards. Interviewed celebrity talent through scheduled phone and press junkets and at red carpets - featured interviews included Christina Applegate, Lo Bosworth, and Anna Kendrick. Transcribed in-person interviews, conference calls, and radio broadcasts. Filed stories (observations, interviews) with editors just a few hours after events. Filmed b-roll for web videos. Served as weekly correspondent for TV series 'So You Think You Can Dance' (Season 7) -- included interviewing contestants, judges, and special guests and writing recaps and behind-the-scenes tidbits of live shows. Covered fanfare for 'The Twilight Saga: Eclipse' world premiere.

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

Links

<http://karen-datangel.net>

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

<http://muckrack.com/karen-datangel>