

KAREN DATANGEL

Marketer | Writer | Connector

PERSONAL PROFILE

I am a marketer, writer, and community manager based in San Francisco. I most recently managed social media, content, and user support programs for large software companies and mid-sized startups. I have a decade of experience in writing for lifestyle and entertainment outlets, including POPSUGAR and Bustle.

SPECIALIZATIONS

My specialties are in long-form feature writing on women's lifestyle and entertainment topics, social media and content strategy, and program management.

SKILLS AND COMPETENCIES

- Writing, editing, and reporting
- Customer support
- Analytics
- Working cross-functionally
- Tech savvy

ACADEMIC BACKGROUND

San Francisco State University

B.A. Journalism, 2011

- Mini-minor in Women's Studies
- Arts contributor for the Golden Gate [X]Press, the SFSU online student publication

CONTACT INFO

Portfolio: karen-datangel.net

LinkedIn: in/karendatangel

**Email and phone number not published for privacy.*

*Please use these methods for initial contact**

WORK EXPERIENCE

Marketing Coordinator, Global Developer Relations

Salesforce | January 2018 to January 2020

- Managed and scaled content programs targeting the Salesforce developer audience, including the developer blog, social networks (Twitter, Facebook, LinkedIn, YouTube), monthly email newsletter, webinars, and website
- Planned and executed on social and web campaigns to engage existing and new developers
- Collaborate with regional Developer Relations teams, product managers, product marketing managers, and tech writers across Salesforce to unify and amplify messaging for developer products and resources

Digital Team Specialist, @CafeSFG

San Francisco Giants | April 2016 to February 2018

- 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

User Operations and Community Manager

MyLikes | December 2014 to December 2016

- Generated ideas for viral Web content and managed, reviewed, and published work by freelance staff and self through the MyLikes CMS
- Monitored quality of influencer Facebook pages

Entertainment Reporting Intern

Hollywood Life | May 2010 to August 2010

- 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
- Served as weekly correspondent for TV series 'So You Think You Can Dance' (Season 7)