

KAREN DATANGEL

COMMUNICATIONS SPECIALIST

I am a mid-level communications specialist based in San Francisco, helping brands, businesses, institutions, and entrepreneurs build strong and authentic content strategies to thrive in this ever-evolving world.

CONTACT + MORE INFO

Website: karen-datangel.net

LinkedIn: in/karendatangel

Email and phone number not provided for privacy. Please utilize these channels for initial contact.

SPECIALIZATIONS

- Content Creation
- Content Strategy
- Copywriting
- Community Management
- Program Management
- Brand Health

TECH STACK

- **Productivity and Collaboration:** Microsoft Office, GSuite, Quip, Airtable, Zoom
- **Creative:** Photoshop, Keynote, Canva
- **CRM:** Zendesk, Salesforce
- **CMS:** WordPress, Drupal
- **Communications:** Benchmark, SchoolMessenger
- **Social Tools:** Social Studio, Conversocial, TweetDeck, Hootsuite
- **Social Media:** Twitter, Facebook, LinkedIn, Instagram, YouTube
- **Analytics:** Google Analytics

EDITORIAL BACKGROUND

- 10+ years as a freelance writer, editor, and reporter for various lifestyle and entertainment publications, including Bustle and POPSUGAR
- Hollywood Life beat reporter for season 7 (2010) of So You Think You Can Dance

CAREER BACKGROUND

PUBLIC RELATIONS ASSISTANT

San Francisco Unified School District (SFUSD) | September 2020-present

- Monitor and amplify daily media coverage of SFUSD
- Increase impressions and engagement on SFUSD social media channels through daily strategic content
- Assist with district-wide COVID-19 response including editing and amplifying weekly digests for staff and families, promoting SF Loves Learning for PreK-2nd grade students and families, and creating and reviewing staff training materials and assets

MARKETING COORDINATOR, GLOBAL DEVELOPER RELATIONS

Salesforce (via Aquent) | January 2018-January 2020

- Planned and executed on organic and paid social campaigns to engage existing and new developers (i.e. #CodeGoals, #AskCodey, Lightning Web Components Launch, Learn Web Components in One Hour, attend/watch keynote broadcasts for TrailheaDX, Dreamforce, and TrailheaDX India)
- Increased output of posts on Salesforce Developers blog with 119 posts reviewed and published in 2018
- Tested and reformatted 10+ monthly email newsletters

DIGITAL MEDIA SPECIALIST, @CAFESFG

San Francisco Giants | April 2016-February 2018

- Increased fan engagement on #SFGSocial via content creation (including contests and giveaways) and community management on @CafeSFG Twitter and Instagram accounts

SOCIAL SUPPORT SPECIALIST, GOOGLE CLOUD PLATFORM

Google (via Aquent) | February 2017-September 2017

- Responded to and routed about 300-400 support, billing, technical, and event inquiries from @googlecloud Twitter account per week in social support pilot program
- Escalated customer cases and filed internal bugs concerning Google Cloud products and documentation

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PHILANTHROPY

- Spinsters of San Francisco
 - Currently serving as Membership Selection Committee (MSC) Co-Chair to oversee and manage recruitment process and pipeline, MSC consisted of 5+ members, and recruitment event planning.
 - In 2019, raised over \$5000 for non-profit partner La Cocina as Fleet or Flight charity party Co-Chair.
- Spark + Global Fund for Women
 - In 2018-2019, raised \$1350 for local and international organizations focused on gender equality as Cocktails for a Cause host and through participation in the Spark Champions program to learn about fundraising.

USER OPERATIONS AND COMMUNITY MANAGER

MyLikes | December 2014-December 2016

- Resolved and escalated user inquiries regarding payments, domains, traffic, content, and DMCA requests
- Reviewed and optimized advertiser campaigns for viral web galleries
- Monitored quality of influential Facebook pages

OPERATIONS AND SUPPORT ASSOCIATE

Cardpool | December 2011-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
- Wrote blog posts, monitored company's social media profiles, and worked on special projects as needed.

ACADEMIC BACKGROUND

SAN FRANCISCO STATE UNIVERSITY

Bachelor of Arts in Journalism | 2006-2011

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