

DANA WENDELL

AWARD-WINNING PR & MARKETING PROFESSIONAL

20+ years driving integrated media and marketing campaigns that exceed revenue, business development, and reputation management goals.

SUMMARY

AN INNOVATIVE, STRATEGIC-MINDED PROFESSIONAL WITH A PROVEN RECORD OF SUCCESS DEVELOPING AND EXECUTING RESULT-ORIENTED, DATA-DRIVEN, OMNICHANNEL MARKETING PLANS.

PASSIONATE MARKETING LEADER WHO EXCELS AT CONVEYING COMPLEX MARKETING IDEAS, PROVIDING RECOMMENDATIONS, AND INFLUENCING BUSINESS DECISIONS TO DRIVE REVENUE.

EXCELS AT CREATING ORGANIZATIONAL STRUCTURE, BUDGET MANAGEMENT, BRAND STANDARDS, MARKETING FOUNDATIONS, AND PROCESSES FROM THE GROUND UP

PROVEN CREATIVE AND CONTENT DEVELOPMENT EXPERTISE, WEB-BASED MARKETING SOLUTIONS, BRAND MANAGEMENT, ADVERTISING, PR EVENTS, STRATEGIC PARTNERSHIPS, AND SOCIAL MEDIA.

CULTURE-DRIVEN LEADER AND BRAND CHAMPION FOCUSED ON NURTURING TALENT, SCALING BUSINESSES, TURNING A PROFIT, AND MANAGING BRAND CHANNELS.

INCREASES CUSTOMER ENGAGEMENT WITH PRODUCTS VIA INBOUND MARKETING FOCUSED ON CRM TOOLS, SEARCH ENGINE OPTIMIZATION (SEO), AND SOCIAL MEDIA MARKETING.

DRIVEN TO DEVELOP MARKETING CAMPAIGNS AND SALES ACTIVITIES TO MAXIMIZE EFFICIENCY, AND BOOST REVENUE.

A COLLABORATIVE AND CONFIDENT LEADER WHO ELEVATES BRANDS THROUGH UNIQUE STORYTELLING OPPORTUNITIES, AND ACTIVATIONS

EFFECTIVE PEOPLE MANAGER OF ONSITE/REMOTE TEAMS, AND AGENCY PARTNERS

PROFESSIONAL DEVELOPMENT / EDUCATION

UNIVERSITY OF ARIZONA

Bachelor of Science
in Business and Marketing
Cum Laude

EXPERIENCE

VICE PRESIDENT BRAND MARKETING & COMMUNICATIONS

June 2023 - Present

TENEO HOSPITALITY GROUP

A strategic leader guiding the formation of the company's image, cultivating strong relationships with meeting planners, 350+ hotel members, and internal teams, while steering overall business growth and success. This role involves being a results-driven marketing leader entrusted with spearheading comprehensive brand, engagement, and communication strategies for global sales organization. I am challenged with the responsibility of enhancing brand recognition, engaging key stakeholders, and achieving targeted marketing and communication objectives to drive the company's success.

Key Accomplishments:

- Campaign, Content & Strategy Development: Orchestrated cross-organizational collaborations, enhancing brand value across clients, hotels, and internal teams. Ongoing development of new business development sales tools.
- Marketing Services Leadership: Led planning, drove \$250K in annual sales (up 35% YOY), and execution of member marketing services, increasing revenue by 50% within the first 6 months through enhanced programs and content tactics.
- Messaging and Positioning: Establishing new cohesive brand messaging, positioning, aesthetic, and voice for impactful market identity.
- Strategic Planning: Executing comprehensive strategic marketing plans and increased content channels aligned with key objectives, demonstrating agility within budget.

CORPORATE DIRECTOR OF BRAND MARKETING, COMMUNICATIONS & EXPERIENCE COMMUNICATIONS & SOCIAL STRATEGIST

Aug 2020 - Dec 2022

May 2020 - Aug 2020

SENTRAL | NATIONAL RESIDENTIAL COMMUNITIES

Oversaw brand, creative, and communication strategies for a \$2B start-up, property management, and hospitality company to position it for rapid growth. Led a team of in-house marketing professionals, agency partners, and creative vendors supporting brand awareness and individual property goals. Created brand guidelines, standards, operating procedures, and marketing systems allowing for scalability, and maximum revenue gain.

Key Accomplishments:

- Launched the brand positioning to a national audience, Summer 2021.
- Generated 10% NOI lift with 65% of leases and 40% of bookings direct from sentral.com (15:1 ROI) and earned 2B+ earned impressions through an Omni-channel marketing strategy, branding, content, social, and communications efforts for brand launch within 18 months of a brand launch across the portfolio.
- Skyrocketed organic social media following by 31K+ followers in 18 months with an above benchmark 6% ER and 20% of all sentral.com traffic was from social efforts.
- Oversaw agency, project management, led creative, PR, content, and social teams for global communications.
- Developed property opening announcement plans for nine properties in two years.
- Launched multiple corporate initiatives, including Sentral's stay and designer-furnished products, Sentral Artists, and the Airbnb homesharing program.
- Produced and directed 25+ brand/property photo and content shoots.
- Fostered resident retention, and built brand equity by developing retention tools such as a \$1M referral program, and co-creator of the Explorer Experience Program.
- Implemented a new community engagement app across the portfolio with a top three company adoption rate (55%) and led new app rollouts across new communities.
- Increased cyber sale revenue production by \$300k YOY with an integrated campaign.
- Created brand ambassadors via internal and external campaigns and communications.

CORE COMPETENCIES

ACCOUNT + AGENCY MANAGEMENT

ADVERTISING + MEDIA PLANNING

BRAND BUILDING + STORYTELLING

BLOG CREATION + ACTIVATION

BUDGET PLANNING + MANAGEMENT

CONTENT DEVELOPMENT + CREATION

CREATIVE DIRECTION + OVERSIGHT

CULTURE CHAMPION + MENTORING

CRISIS REPUTATION MANAGEMENT

DATA ANALYTICS + PERFORMANCE

EMAIL DEVELOPMENT + DEPLOYMENT

EVENT PRODUCTION + DESIGN

INFLUENCER MANAGEMENT

OMNI-CHANNEL STRATEGIC MARKETING

PHOTOSHOOT PRODUCTION + MANAGEMENT

PRESS RELATIONS + MEDIA EVENTS

REPUTATION MANAGEMENT

SOCIAL MEDIA DIRECTION

SOP + PLAYBOOK DEVELOPMENT

STRATEGIC PARTNERSHIPS

TEAM BUILDING, MENTORSHIP + TRAINING + LEADERSHIP

TECHNICAL SKILLS

WORK

Microsoft Office Suite, Google Suite, Slack, Click-up, Strike, Monday.com, Trello, Wordpress, Mailchimp

SOCIAL MEDIA DIRECTION

Facebook, LinkedIn, Pinterest, TikTok
Later, Instagram, Twitter

CONTACT

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(520) 270-3899
Scottsdale, AZ

DIRECTOR OF MARKETING & COMMUNICATIONS

Apr 2019 - May 2020

CIVANA WELLNESS RESORT & SPA

Introduced a new wellness hospitality brand into a greater aspirational market. Devised brand standards for merger into communication channels and sales tools. Created wellness content as a blog editor, social media director, and website editor.

Key Accomplishments:

- Increased website users by 189% over nine months by implementing strategic media placements targeting wellness travelers.
- Raised awareness via top-tier media relationships and building strong influencer partnerships leading to 338+ placements with a value of \$12M.
- Leveraged media relationships and CVB partnerships to boost awareness.
- Boosted Instagram base by 200% within nine months by building a strong presence through content generation, guest engagement, and influencer groups.
- Propelled the property to its first top-tier accolades and appearances.
- Achieved annual revenue goals by partnering with onsite revenue centers.

DIRECTOR OF MARKETING & COMMUNICATIONS

Apr 2015 - Apr 2019

OMNI SCOTTSDALE RESORT & SPA AT MONTELUCCIA

Oversaw marketing and communication strategies for a top-performing luxury resort in the company portfolio. Reached annual sales goals by implementing group-based solutions for prospecting and client personalization. Curated and managed the PR plan and strategy. Solidified relationships with local media contacts and CVB communication leaders to raise brand awareness post-acquisition. Delivered effective leadership and value to the foundation while maintaining brand standards and voice.

Key Accomplishments:

- Achieved key objectives and targets while managing a dynamic team that delivered the brand mission of creating authentic and memorable experiences.
- Received the General Manager's MVP for Leadership Excellence in 2017 and was a finalist for Omni's Company Marketing Leader of the Year (2016, 2017, and 2018).
- Property achieved highest overall profit and EBITDA results at the close of 2017.
- Propelled an award-winning \$7M spa to achieve its record financial year at the end of 2018 by creating multi-faceted marketing campaigns for revenue centers.
- Spearheaded programming, and guest experiences, and forged brand partnerships.
- Engaged with individuals through storytelling and content marketing opportunities.
- Impacted growth and improvement of associates using a lead-by-example approach to demonstrate the qualities outlined in the company philosophy.
- Enabled two direct reports to be recognized as Managers of the Quarter through proper leadership, mentorship, and development.

ASSISTANT DIRECTOR OF MARKETING

MAR 2012 - Dec 2014

MARKETING MANAGER

OCT 2009 - MAR 2012

MIRAVAL ARIZONA RESORT & SPA

Supervised marketing objectives and developed strategic marketing plans. Maintained brand image throughout marketing functions and brand positioning. Designed and executed national press appearances for new spa openings and leadership appearances. Co-created philanthropic marketing initiatives, and designed trend-setting guest experiences. Launched Authentic Circle Loyalty Program. Recognized as Manager of the Year in 2011.

MARKETING & COMMUNICATIONS MANAGER

Sep 2006 - Oct 2009

LONG REALTY COMPANIES

ASSISTANT MARKETING MANAGER

Aug 2005 - Sep 2006

THE MACERICH COMPANY SHOPPING CENTERS

MARKETING COORDINATOR

Dec 2001 - Aug 2005

PUBLISHING ASSISTANT

Aug 1999 - Dec 2001

TUCSON LIFESTYLE MAGAZINES