

# danielle hueston }

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## {profile

Versatile account executive/project manager with a specialization in retail strategy for category leaders. Savvy marketer with a high *get it* factor and a passion for great work. Proactive advocate focused on delivering every project and every detail on time, on target and on budget.

## {agency experience

### **Martino Flynn, LLC**

2007 - Present

Account Service

Key Clients: Monroe Community College, One Communications & Xerox

### **My role:**

- Consult with key clients on marketing and advertising goals
- Document all aspects of project conception and delivery — from timeline to creative brief to invoice to case study
- Manage cross-functional teams and ensure that projects are delivered on strategy
- Spearhead agency marketing efforts, including content development for the house Web site, new collateral and internal new business initiatives

### **How I add value:**

- Track consumer trends impacting my clients
- Uncover compelling ideas and work across the industry, leveraging social media, my own networks and industry publications
- Boot strap and multi-task to support creative, content development and interactive strategy throughout the agency

## {other relevant experience

### **Kiernan Center**

Customer Liaison, 2004 — 2007

### **Main Ford General Supply**

Marketing Intern, 2006

### **Sun Tzu Beverage Corporation**

Promotional Brand Ambassador, 2006

## {education

### **Niagara University**

Bachelor of Science in Business Commerce, 2007

Major: Marketing

## {more about me

References, recommendations, work samples and more available at

[www.daniellehueston.com](http://www.daniellehueston.com)

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