

# DANIELLE CHEESMAN

Curator + Creator



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## Hi!

Organized creative, kind communicator, and attentive leader & learner with 10+ years of professional experience in editorial, production, and partnerships, culminating in senior level roles. Energized by good design; joyful & symbiotic collaborations; and curating high-level content. Lover of pop culture and the Rule of Thirds.

## Additional Skills

Affiliate Marketing, Ahrefs, Airtable, Asana, Canva, Copywriting, Content Management Systems, Digital Curation, Google Analytics, Google Workspace, Instagram, Mailchimp, Photography, SEO, Squarespace, Wordpress

2022 - PRESENT  
Squarespace

### Senior Creative, Copy

- Concept, present, and produce creative content & marketing ideas for a range of deliverables and mediums (including video, print, social, digital, and out-of-home) for Squarespace and its sister brands Tock, Acuity Scheduling, and Unfold
- Craft entertaining and effective copy across varying formats (including script, brand, ad, and social)
- Work in collaboration with producers, directors, designers, editors, animators, stakeholders, and more to guide projects from start to finish

2020 - 2022  
The Good Trade

### Partnerships Lead + Creative Producer

- Led production & managed 5-figure budget of biannual editorial photoshoots, securing 150+ owned images
- Ideated and developed mood boards and shot lists; sourced and booked talent, location, and samples; briefed photographers; directed and styled on-set; maintained and credited asset archive
- Executed ~25 partnership campaigns annually across web, newsletter, and social channels for site reaching 50M+ readers, generating 6-figures in revenue
- Managed calendar; drafted and secured contracts; acquired assets; wrote copy, issued invoices; tracked and analyzed campaign performance; collaborated with internal teams; maintained relations with all clients
- In 2021, grew revenue at an average of 25% QoQ; researched and pitched approximately 200 partners

2019 - 2020  
The Good Trade  
Fleur Marché  
GOAT

### Freelance Writer + Editor

Ideated, edited, authored, and fact-checked editorial & marketing content (including lifestyle, educational, and e-commerce copy) while optimizing for SEO, client goals, and brand aesthetics

2018 - 2019  
Society6

### Senior Editor

- Conceived and executed 50+ consumer- & creator-facing content pieces, including design guides, art collections, interviews, product launches, and columns, often in collaboration with artists & influencers
- Curated product photo shoots and digital art collections
- Increased Pinterest-referred revenue by 675% through re-prioritization, strategy, and design
- Coordinated with internal teams to: ensure editorial concepts supported brand-wide marketing initiatives; program weekly newsletter; and contribute to quarterly print magazine
- Bylined content earned the year's top 3 highest-grossing emails

2016 - 2018  
REVOLT TV

### Senior Editor

- Developed mission statement and brand guidelines to define editorial voice
- Led the ideation, optimization, strategy, budget, and calendar of digital content (including branded, evergreen, and video); supervised and assigned 16 writers
- Conducted and produced on-camera interviews with talent, in collaboration with editors
- Developed and launched site's 1st interactive article with UI/UX team

2010 - 2016  
REVOLT TV, Rap-Up  
MSN Music, Life+Times

### Music Journalist

Coordinated with publicists and record label executives to deliver content (interviews and written reviews) with intent to grow publication's audience and provide coverage to talent

## Education

Temple University  
Philadelphia, PA

**Bachelor of Arts, Journalism**  
Magna cum laude

Berkeley College  
New York, NY

### Non-Matriculated Courses

- Integrated Marketing Communications
- Digital & Social Media Strategies

