



DANIELA ORTIZ

MARKETING COORDINATOR

Denver, CO

Professional Summary

Marketing coordinator with experience writing email newsletters, updating websites, scheduling social posts, and preparing posters for a community theatre. Uses Mailchimp, WordPress, and existing Canva designs to communicate performances, classes, and volunteer events. Earlier work at a print shop included product descriptions, seasonal offers, customer emails, and proof checking. Works with program and print staff to keep information accurate and instructions easy to follow.

Career Highlights

- **One source for event details:** Introduced a shared event-details sheet after a rehearsal change reached the website but not a scheduled email. Program staff update the confirmed dates, prices, and booking links, and outgoing messages are checked against that information.
- **Print-order instructions:** Worked with Harbor Print Shop's print team on a file-preparation checklist after customers repeatedly called to ask what files to send. Used plain language, asked the team to check the instructions, and added the checklist to order confirmations.
- **Email, web, social, and print:** Supports theatre performances, classes, and volunteer events across a monthly newsletter, event pages, scheduled social posts, and posters. Checks shared event information with staff when a detail is unclear.

Work Experience

Juniper Community Theatre
Denver, CO

Marketing Coordinator

3/2023 - Present

Handle routine marketing for a community theatre's performances, classes, and volunteer events. Work with program staff on confirmed event information and use it across email, website updates, social posts, and print materials.

- Write and prepare the monthly email newsletter in Mailchimp, bringing together information about the theatre's performances, classes, and volunteer events.
- Update performance and class pages in WordPress with confirmed dates, prices, and booking links so visitors can find the details for each event.
- Schedule social posts and check them against the shared event-details sheet before they go out, including changes supplied by program staff.
- Prepare posters using the theatre's existing Canva designs, carrying the confirmed event information into materials for performances, classes, and volunteer activities.
- Maintain the shared event-details sheet and work with program staff when dates, prices, or booking information changes or needs clarification.
- Check each outgoing email against the shared sheet, including scheduled messages that may have been prepared before an event detail changed.
- Prepare event listings for local community calendars, check each publication's submission deadline, and confirm the final event details with program staff before sending them.
- Keep approved event photographs and captions in shared folders, checking with program staff that an image is cleared for the planned newsletter or social post.
- Send a test newsletter to the program team before scheduling it, checking that links open the intended booking page and the event information appears correctly.

Harbor Print Shop
Denver, CO
Marketing Assistant
8/2021 - 2/2023

Helped a local print shop with its website, customer emails, and seasonal promotions. Worked with the print team on clear order instructions and checked customer-facing materials for accuracy.

- Updated website product descriptions and seasonal offers as part of the shop's routine marketing and customer information work.
- Prepared customer emails and checked proofs for spelling, prices, and contact details before the materials were used by the shop.
- Worked with the print team to explain which files customers needed for an order after repeated questions showed the instructions were unclear.
- Wrote a short file-preparation checklist using everyday language and simple explanations in place of technical terms where possible.
- Asked the print team to check the checklist's instructions before use, then added the agreed version to the order-confirmation email.
- Kept a record of which seasonal offer appeared in each email and website update so colleagues could check customer questions against the wording that had been published.

Meadowbrook Arts Center
Denver, CO
Events Assistant
5/2019 - 7/2021

Worked part time alongside the events coordinator while studying. Helped prepare information for workshops and small performances, answered routine visitor questions, and supported the front desk on event days.

- Prepared printed workshop schedules and room signs from details approved by the events coordinator, checking dates and room names before putting them out.
- Updated the front-desk event list when room assignments changed and explained directions to visitors arriving for workshops, rehearsals, and performances.
- Collected recurring visitor questions about arrival times and workshop materials, then used the coordinator's answers to draft practical reminders for participants.
- Created a noticeboard checklist after expired posters stayed on display beside current events. Checked the board against the weekly schedule and removed outdated notices during the regular refresh.
- Prepared front-desk folders with the day's room list, printed schedules, and coordinator contact details so colleagues covering a shift had the current event information together.

Education

Metropolitan State University of Denver
Bachelor of Arts in Communication

Skills

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|---------------------|----------------|----------------------|------------------------|
| • Email Newsletters | • Mailchimp | • Website Editing | • WordPress |
| • Social Media | • Canva | • Poster preparation | • Event Marketing |
| • Clear Writing | • Proofreading | • Staff Coordination | • Booking Link Updates |