

# marianne dabir

COPYWRITER • CONTENT STRATEGIST • VISUAL DESIGNER • BRAND CONSULTANT

## EDUCATION

Shillington School of Graphic Design  
S/S 2019 • Certificate Program

Ithaca College  
2007-2011 • B.A. Journalism

## SKILLS

Adobe InDesign  
Adobe Illustrator  
Adobe Photoshop  
Adobe XD / Sketch  
Keynote

## KUDOS

2019 American Graphic Design Award  
Graphic Design USA

2019 Shillington Student Showcase

## LET'S KEEP IN TOUCH

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313.580.2687  
mariannedabir.com

## EXPERIENCE

Independent Consultant + Creative Hybrid  
FEB 2021 - PRESENT / NYC

Currently specializing in copy development, content strategy, and brand refinement.

Brand Strategist + Visual Designer • VMGROUPE  
FEB 2020 - FEB 2021 / NYC

Developed written and visual brand identities for startup clients. Lead copywriter for campaigns and new business pitches. Produced creative assets for social media, campaigns, and email. Clients include SkinCeuticals, Carol's Daughter, Afro Sheen, Keller Williams, Dr. Whitney Bowe.

Strategist + Project Manger • The Science Project  
AUG 2018 - APR 2019 / NYC

Led creation and presentation of new business pitches. Researched consumer and cultural trends to create unique and effective campaign strategies. Collaborated with Art Director and Engagement Director to write and design all presentation decks.

Client Account Manager • Ironpaper  
APR 2017 - JUN 2018 / NYC

Marketing strategy and account management for 5+ clients. Managed internal collaborators to execute design and web development deliverables within deadlines and monthly retainer hours. Responsible for creating and presenting weekly and monthly reporting and strategy playbooks. Leveraged campaign testing and data analysis in all decision-making.

Digital Marketing Associate (Contract) • L'Oreal  
MAR - APR 2017 / NYC

Executed B2B and B2C marketing initiatives for newly-acquired Decl or and Carita brands. Created and implemented social media content strategy. Augmented presence on Facebook, Instagram, and Pinterest. Created data reporting and analysis infrastructure for email and paid social media marketing.

Email + Partnership Marketing Coordinator • Mouth Foods  
SEPT 2015 - FEB 2017 / NYC

Initiated contact and creative ideation with brand partners. Owned all aspects of email marketing, including list segmentation and growth, inbox deliverability, content creation, and deployment of all emails.

Fashion Assistant, Online Editorial Assistant • Teen Vogue  
FEB 2012 - JAN 2014 / NYC

Single point of contact between 6 editors, 4 assistant editors, 8 freelancers, 15 interns, and 500+ brand and PR contacts. Responsible for tracking and trafficking 2,000+ incoming and outgoing merchandise samples. Wrote, edited, and produced 3-4 content features daily for TeenVogue.com.