



DANALYNN GIERKA

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SUMMARY

Marketing lecturer and active consultant with 15+ years of experience spanning integrated marketing, lifecycle management, media strategy, and consumer engagement. Currently teaching at the University of New Hampshire while leading Pep Marketing, an independent consultancy supporting clients with lifecycle marketing, email automation, paid media, and messaging strategy. Dedicated to mentoring future marketers by blending academic instruction with real-world consulting expertise, fostering an engaging learning environment that emphasizes both creative strategy and data-driven decision making.

EDUCATION

Master of Arts, Integrated Marketing Communication – Lasell College (2021)

- High Honors: **4.0 GPA**

Bachelor of Arts, Communication & Marketing – Bryant University (2009)

- Honors: **Magna Cum Laude**, Lambda Pi Eta Communication Honor Society
- **Communication Student of the Year Award**

TEACHING & ACADEMIC EXPERIENCE

Lecturer of Marketing, University of New Hampshire (2025–Present)

Teach *Advertising & Promotion (Fall 2025)* and *Marketing Analytics (Spring 2026)*. Design experiential assignments including reverse ad briefs, creative strategy workshops, and analytics-driven case studies that connect theory to practice.

Faculty Advisor to American Marketing Association & Marketing & Advertising Club, University of New Hampshire (2025–Present)

Mentor student leaders and members, guiding professional development, networking, and national AMA competition preparation. Support programming such as alumni networking events, case competitions, and the annual Marketing & Advertising Conference.

VP, Communication Society, Bryant University

Led mentorship for incoming Marketing and Communication majors, conducting mock interviews, industry discussions, and professional development sessions.

Corporate Internship Program Leader, Timberland

Hired, onboarded, and mentored college interns, providing structured training and professional development guidance.

Junior League Volunteer

Provided career coaching, mock interviews, and resume guidance to young professionals entering the workforce.

Marketing & Media Training Developer

Designed and delivered internal corporate training programs, workshops, and onboarding materials for teams at Timberland, Suzy, Inc., and consulting clients.

Public Speaking & Workshop Facilitation

Experienced in presenting complex marketing strategies to executive teams, clients, and junior employees, developing educational content for both internal and external audiences.

INDUSTRY EXPERIENCE

Founder & Marketing Consultant | Pep Marketing (2024-Present)

- Launched an independent marketing consultancy focused on **email automation, lifecycle marketing, paid media, and messaging strategy**.
- **Educates and trains clients** on marketing best practices, analytics, and campaign optimization.
- Develops **structured, scalable templates and training materials** to empower businesses with long-term marketing strategies.

Senior Manager, Lifecycle Marketing | Suzy, Inc. (2021-Present)

- Led **consumer engagement strategy** for Crowdtap, managing **multi-channel messaging (email, SMS, push, in-app notifications)**.
- Designed and implemented **educational onboarding programs** to drive product adoption and retention.
- Created a **lifecycle marketing framework** that increased engagement by 12% year-over-year.

Senior Manager, Customer Lifecycle | Timberland (2015-2021)

- Spearheaded **customer lifecycle strategy**, optimizing segmentation and consumer engagement.

- Managed a team overseeing **email, SMS, and loyalty program activations**.
- Developed and led **marketing training sessions** for retail staff, event personnel, and cross-functional teams.
- **Key Achievement:** Designed an immersive, multi-city **brand education event series**, training **on-site teams and brand ambassadors** on messaging and consumer engagement.

Senior Marketing Manager | Piehead & Co. (2014-2015)

- Developed **online training courses and interactive educational content** for clients in the healthcare and technology sectors.
- Led strategic brand positioning and digital marketing strategies for multiple accounts.

Senior Content Marketing Manager | King Fish Media (2014)

- Led **content strategy and marketing campaigns** for high-profile clients.
- Developed brand messaging and educational materials to support marketing initiatives.

CRM Account Manager | MRM-McCann (2012-2014)

- Managed multi-channel **CRM campaigns for Verizon FiOS**, overseeing high-volume customer engagement strategies.
 - Developed **training resources** for internal teams and client education.
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SKILLS & AREAS OF EXPERTISE

- **Marketing & Media Strategy** – Lifecycle marketing, integrated campaigns, content development, paid media management
 - **Teaching & Mentorship** – Course instruction, student advising, experiential learning design, professional development coaching
 - **Technology & Analytics** – Proficient in Salesforce, Braze, Klaviyo, Active Campaign, Squarespace, Google Analytics, Power BI, Workday, Monday, Jira, Confluence, Mixpanel, Appcues, Bluecore
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AFFILIATIONS & LEADERSHIP

- **Advisory & Mentorship Roles** – Ongoing career guidance for former hires and interns
 - **Junior League Volunteer** – Career development for young professionals
 - **Bryant University Communication Society, VP** – Student mentorship and industry networking
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NOTABLE ACCOMPLISHMENTS

- **200% Performance Bonus (Timberland)** – Recognized as the most impactful team member in a given fiscal year.
 - **Consumer Education & Engagement Event Series** – Created a **national event-based marketing campaign**, training on-site teams and influencers on brand messaging.
 - **Corporate Training & Development** – Designed internal **training frameworks** for large-scale marketing teams and agency partners.
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