

DANIELLE SLAUTER

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Indianapolis, Indiana

I'm a creative writer and storyteller ready for a new challenge.

After fronting a one-woman writing team for four years, I'm now looking to share my passions for content creation, ideation, and personal development with a wider audience.

From engaging blog posts to strategic copywriting, I combine creative storytelling with data-driven insights to deliver impactful content. Whether it's translating complex concepts into relatable narratives or driving engagement through SEO-optimized campaigns, I thrive at the intersection of creativity and purpose.

KEY SKILLS

- Content creation
- Storytelling
- Creative writing
- SEO writing & optimization
- Editing
- Social media
- Email marketing
- Adobe Creative Suite

RESULTS

For more previous client work & highlights, please visit my LinkedIn & online portfolio:

- [LINKEDIN.COM/IN/DANIELLE-SLAUTER](https://www.linkedin.com/in/danielle-slauter)
- [DANIELLESLAUTER-CONTENT.COM](https://danielleslauter-content.com)

EXPERIENCE

PION! (FORMERLY STUDENT BEANS) | 2021 - PRESENT

Senior Content Executive

- Led content strategy and creation for a primarily B2C audience, with some B2B initiatives, driving engagement and brand awareness.
- Developed high-quality blog articles, website copy, and email marketing campaigns to nurture leads and increase conversions.
- Conducted in-depth SEO research and implementation, resulting in a 103% increase in website traffic and improved search rankings.
- Wrote compelling, data-driven content aligned with brand voice and audience needs, enhancing user engagement.
- Collaborated with cross-functional teams to ensure content consistency and effectiveness across digital platforms.

ASIAN AMERICAN CHRISTIAN COLLABORATIVE | 2023 - 2024

Social Media Coordinator

- Managed and created engaging content across social media platforms to grow audience engagement and brand visibility.
- Developed and scheduled posts, ensuring consistency in messaging and brand voice.
- Collaborated with marketing and creative teams to align social media efforts with overall brand strategy.

REAL SIMPLE | 2022 - 2023

Fact Checker

- Reviewed and edited articles to ensure factual accuracy, clarity, and consistency.
- Conducted thorough research to verify claims, statistics, and references, adding credible sources as needed.
- Identified and corrected inaccuracies, enhancing the credibility and reliability of published content.

MOCHI MAGAZINE | 2020 - 2021

Social Media Coordinator & Staff Writer

- Managed and created engaging social media content to grow brand presence and drive audience engagement.
- Wrote compelling blog posts, website copy, and social media captions to align with Mochi Magazine's mission and advocacy efforts.
- Edited and produced high-quality videos for social media and digital campaigns, enhancing visual storytelling.
- Monitored trends and analytics to optimize content strategy and improve performance across platforms.
- Collaborated with marketing and creative teams to ensure cohesive messaging and branding in support of the nonprofit's initiatives.

EDUCATION

- **UNIVERSITY OF MISSOURI—KANSAS CITY** | Bachelor of Arts in English Literature, Bachelor of Arts in Creative Writing, Cum Laude
- **IVY TECH UNIVERSITY** | Technical Certificate in Design & Visual Communications
- **UNIVERSITY OF ROEHAMPTON** | Certificate in Communication & Media Studies
- **GOOGLE** | Google Analytics Certification