

# Daniel Woodruff

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## *Communications Case Studies*

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# Website Message Optimization

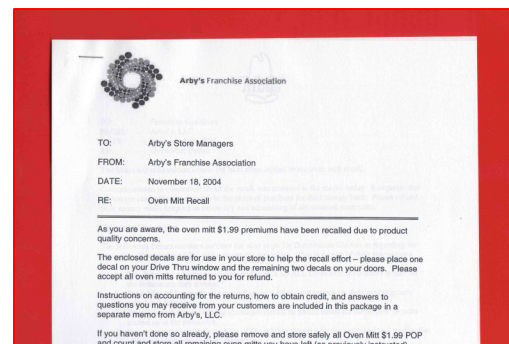
***Defined redesign of Mobile Ingenuity, an electronics retailer, website from a marketing perspective – ensured that all marketing objectives were attained by defining key marketing elements of site for the development team prior to start of design work.***



- ❖ Designed site structure to maximize the ease of the customer navigation experience.
- ❖ Identified key words and verbiage for each page of the site for optimization for search engines.
- ❖ Created HTML page title and metatag / meta-description definitions for design team.
- ❖ Provided complete site map with page definitions to ensure that the site met all marketing objectives.
- ❖ Wrote all copy for website content.
- ❖ Ensured that customers would pass through no more than three layers of pages to obtain required information, maximizing the potential for complete site navigation.

# Arby's National Communications

***Approved all marketing communications for the Arby's chain – wrote & issued select communications; edited and approved all other communiqués to ensure consistency of message and compliance with communications standards.***



- ❖ Minimized impact of crisis situations by immediately defining plans of action, areas of responsibility and minimizing internal speculation..
- ❖ Coordinated marketing program change management – communicated to corporate employees, licensees and strategic partners, demonstrating benefits and anticipating questions / concerns.
- ❖ Wrote mailings promoting national marketing campaigns and maximizing franchisee participation.
- ❖ Created mailings under my own name and for other individuals / departments for distribution under their names.
- ❖ Wrote and approved marketing short system messages for weekly “Brand Update” distributed via Arby’s Extranet.

# Technology Retailer Blog / Newsletter

***Introducing Marketing Communications tools to enhance customer contact points for Mobile Ingenuity through Blog and newsletter development.***



- ❖ Currently executing plan to maintain Blog on consumer website to introduce new products, promotions, etc and to keep the site fresh and informative.
- ❖ Developing archive for monthly Blog to be available as a “newsletter” link sent out monthly to customer and lead base.
- ❖ Provides additional marketing medium through the inclusion of White Papers demonstrating real solutions provided by Mobile Ingenuity.
- ❖ Vehicle to drive attendance to booths at key trade shows.

# Hotel Branding Communications

***Developed a variety of marketing & operations communications programs for Treadway (later, “Foremost”) Hotels, a hotel brand licensing company that provided reservations, marketing and operations support to independent hotels and chains.***



- ❖ Designed chain-wide communications programs, including newsletters, revenue reporting, account analysis and online profile analysis / optimization.
- ❖ Developed targeted programs to service specific hotel clients and maximize their participation in, and compliance with, the programs we offered.
- ❖ Created new hotel orientation programs to deliver brand-specific training to conversion properties.
- ❖ Provided on-site marketing consulting, service-related troubleshooting, guidance with completion of online hotel profiles, etc.
- ❖ Attended licensee clients' annual conventions as key Treadway representative to address issues and handle marketing and operational questions.

# myarbys.com

**Increased Arby's corporate communications efficiencies and consistency through management of extranet site.**



- ❖ Communications tool used to update the Arby's system on all brand topics.
- ❖ Managed all content for the Marketing division – authored or edited / approved all submissions; reviewed existing content for obsolescence, etc.
- ❖ Content included: marketing plans, sales results, newsletters / updates, crisis communications & other corporate communications material.
- ❖ Site access solely for the Arby's system (employees, franchisees, agencies, suppliers, etc.), with further content restrictions based on user classification.
- ❖ Member of the initial development team for the website, representing the Marketing division's communications needs.

# Conventions / Conferences

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***Ensured marketing communications consistency at Arby's National Franchisee Convention, Leadership Conference and other key shows.***



- ❖ Worked with:
  - ✓ External Advertising and Design Agencies.
  - ✓ Executive Leadership, Marketing, Communications and Advertising departments internally.
- ❖ Handled custom booth layouts, design, content delivery and handouts.
- ❖ Coordinated multiple main stage presenters & break-out sessions content.
- ❖ Managed attendees at multiple conferences (schedules, roles, etc.).
- ❖ Created custom awards for presentation at multiple events.
- ❖ Managed offsite Board Meeting, Leadership Conference, Charity PR events, etc.