

DANAE ECHEVERRIA

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Portfolio:

danaeech.com/portfolio

EXPERIENCE.

Contract Writer — Coalition Technologies

DEC 2024 — PRESENT

Write SEO-optimized web content for landing pages, product descriptions, and blog posts, ensuring consistency in tone, style, and messaging across all written materials by adhering to all clients' brand guidelines.

Conduct in-depth industry research and implement SEO best practices while collaborating with designers and marketers to enhance search rankings and audience engagement.

UX Design Intern — NDD Infosystems

SEPT 2023 — AUG 2024 | Vancouver, BC

Assisted the development team on four custom B2B software projects by conducting quality assurance tests and writing project proposals for clients in the tourism industry.

Achieved a 20% increase in the UX budget allocated for 2 client projects after 6 months.

Enhanced user transition to new systems by developing comprehensive internal documentation (system specs, manuals, diagrams, and videos).

Created visually engaging presentation decks and performance reports, achieving 80% stakeholder approval for UI and UX recommendations.

Digital Marketing Assistant — C Market Coffee

JAN 2021 — FEB 2022 | Coquitlam, BC

Supported creation and scheduling of multimedia content (photo, video, written) across social media platforms, ensuring brand consistency and alignment with promotional strategies to boost engagement. Increased customer interaction by 60%.

Streamlined influencer partnerships by contacting food bloggers and coffee enthusiasts, coordinating events, and monitoring KPIs to boost brand visibility and foster community engagement.

Improved eCommerce website mobile responsiveness and SEO, boosting retention by 32%, while tracking performance metrics.

SKILLS.

Conversion-focused writing, SEO writing, UX writing & microcopy, brand storytelling, email & ad copy, web copy optimization, Keyword integration, user research, A/B testing, content performance tracking, conversion rate optimization (CRO)

Google Analytics, Figma, Microsoft Office, Adobe Creative Suite, Canva, DaVinci Resolve

EDUCATION.

B.A. in English Literature,

University of British Columbia

Vancouver, BC | 2018 — 2023

CREATIVE PROJECTS.

ACLOGY — Personal / 2023

Developed a mobile app concept to support athletes through the mental challenges of ACL injury recovery. Led content strategy, UX writing, and brand storytelling.

View work by clicking on
[view project](#)