

# DAVINA ADCOCK

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*B2B and B2C marketing and communications professional with 9+ years of experience in SaaS, content marketing, SEO, digital and email marketing, analytics, branding, campaign and team leadership.*

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## EXPERIENCE

### **Brooklynd's Coffee & Tea - Owner, Founder, Marketing Director** **January 2022 - Present**

- Grew the company to profitability within 6 months of launch and \$75,000 in revenue within the first year
- Directed and executed B2B marketing strategy utilizing website, social media, email, and guerilla tactics
- Facilitated over 175 corporate events over 18 months with an above-average profit margin of 75%
- Successfully implemented SEO strategies resulting in the placement of Brooklynds.com on the first page of Google search results, significantly increasing organic traffic and visibility
- Coached and managed two part-time employees
- Managed all business operations including invoicing, customer relations, coffee bar service, menu development, equipment purchases up to \$20,000 in value, and weekly inventory
- Built robust book of customers including Buda city council, schools, SXSW, private clients and nonprofits
- Coordinated all business housekeeping tasks including securing official legal LLC status, permits to operate in Travis county, tax set up, insurance, commercial kitchen, bank accounts, and lines of credit
- Created standard operating procedures to help scale and future-proof operations

### **The Austin Stone Community Church - Director of Communications** **November 2019 - November 2023**

- Effectively led and mentored a team of five creatives including web specialist, copywriter, project manager, and social media staff; fostered professional growth, collaboration, and a healthy team culture
- Created and oversaw the execution of communication plans for events with up to eight thousand attendees
- Demonstrated proficiency in managing the Communication Team budget of over \$55,000 per annum, effectively allocating resources to achieve strategic marcomms objectives
- Led the Communications Team to successfully complete over 1,000 short- and long-term campaigns yearly
- Developed and documented communication channel parameters, including content guidelines, content schedules, support tools, and standard-operating procedures
- Improved email performance by an average of 50% - 65% per email audience
- Led the social media strategy and execution for over two dozen unique social media accounts
- Managed the workflow and schedules for six communications channels simultaneously
- Ran and analyzed monthly reports and adjusted communication plans to optimize audience engagement
- Led professional development book clubs, trainings, and impromptu coaching sessions that helped enhance employee performance evident through improved annual performance reviews

### **Pushpay - Content Marketing Manager** **August 2018 - November 2019**

- Developed and executed content marketing strategies for Pushpay, a SaaS company, driving brand awareness, lead generation, and customer engagement through targeted content initiatives
- Wrote external-facing copy including landing pages, website copy, and emails that exceeded industry benchmarks and were instrumental in marketing campaigns that drove customer acquisition and retainment
- Researched for and published 3-4 blogs each month, accounting for 80% of daily website traffic
- Played a pivotal role in supporting product launches and go-to-market strategies by developing and delivering compelling content tailored to meet specific marketing objectives and target audience needs
- Scored up an average of 43 leads each month via ungated content I created
- Established and managed the quarterly editorial calendar and consistently met deadlines for ongoing content creation and publication
- Drove brand positioning and storytelling, specifically around product launches
- Created several courses worth of content for Pushpay University to increase customer engagement
- Managed three SEO specialists to consistently exceed industry benchmarks for content performance
- Collaborated with cross-functional teams, including product sales and business operations, to align content marketing strategies with overall business objectives; this included the creation of an editorial board

- Created and managed the official Pushpay copy style guide which was distributed and used by over 200 employees across the globe
- Spearheaded culture-building activities within the company that employees reported benefiting from

### **RoverPass - Content and Marketing Manager**

**January 2017 - December 2017**

- Wrote unique product descriptions for several thousand web pages as well blog content
- Interviewed over a dozen customers to create marketable case studies
- Curated monthly newsletters for a 6,000+ person audience of RoverPass customers
- Managed the one data + content team and edited content produced by three on-staff writers
- Managed email marketing automations and company social media accounts
- Implemented marketing strategies on behalf of several dozen customers to improve their camper booking rate and use of the RoverPass platform

### **Austin MD Magazine - Content Writer, Account Executive**

**July 2015 - August 2018**

- Managed citywide and statewide customers and inbound leads, closing advertising sales up to \$65,000
- Led public relations efforts for company fundraisers and health fairs, earning media coverage from major news outlets for each event
- Closed over \$80,000 in sponsorship sales for events and planned event goals, logistics, and run-of-show
- Created content for the company social media accounts, growing engagement by 3-7% month over month
- Wrote company profiles and expert opinion editorials for online and print publishing with over 60,000 copies in monthly circulation in Greater Austin

## **EDUCATION**

### **The University of Texas at Austin**

B.S. in Public Relations, Summa Cum Laude

## **PROFICIENT IN**

Tools included but not limited to: Salesforce Marketing Cloud, Microsoft Office, Slack, MailChimp, Later, Figma, Buffer, Webflow, Canva, Meta Suite, Miro, Asana, Zoom, Google Suite including Looker Studio and Analytics, Typeform, Wrike, Wix, Wordpress, Hootsuite, AI (Chat GPT Prompt Engineering), Salesforce (beginner), ClickUp.