

DASHEEK DENNIS

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Content Marketing Manager

Content Marketing Manager and Digital Marketing Strategist with 7+ years of experience building content systems, campaign narratives, lead-generation funnels, and digital experiences across nonprofit, B2B, industrial, customer support, and media environments. Skilled in content strategy, SEO, email, social media, paid Facebook campaigns, WordPress, landing pages, web content, campaign reporting, and audience journeys that move people from awareness to engagement to conversion.

KEY SKILLS & TOOLS

Content Marketing | Content Strategy | Content Calendar Development | SEO Strategy | Email Marketing | Copywriting | Brand Messaging | Social Media Campaigns | Paid Facebook Ads | Blog & Web Content | Multi-Channel Storytelling | Lead Generation | Landing Pages | Campaign Reporting | WordPress | HTML/CSS | Canva | Adobe Photoshop | InDesign | Figma | Framer | ChatGPT | Gemini | Google Analytics | ActiveCampaign | MS Office

PROFESSIONAL EXPERIENCE

Walk Thru the Bible

November 2025 - Present

Digital Communications Manager

- Build monthly content strategy briefs, campaign calendars, and communications planning processes after a leadership transition, aligning social, blog, email, website, free resources, and product pathways around shared themes and goals.
- Develop and execute integrated campaigns, including More Than a Book, which produced 471K+ week-one reach, 42 new followers, 39 study guide downloads, 30 leads in 24 hours, and a \$0.71 CPL through organic content and Facebook paid media testing.
- Create integrated lead-generation systems using social storytelling, downloadable guides, blog content, email capture, and video/resource CTAs to move audiences from curiosity to deeper study and engagement.
- Manage and optimize Live Events digital lead-generation funnels that previously produced zero digital leads, generating 100+ leads in the first 30 days and 90+ additional leads within the first 15 days of month two.
- Write and optimize direct-response copy and offer messaging; revised bundle promotion copy drives 25+ bundle sales, an unprecedented sales milestone for the organization.
- Write SEO-informed blogs, social copy, email/CTA copy, and campaign messaging for devotionals, products, free studies, live events, donations, and ministry impact storytelling.
- Analyze industry trends, competitive landscapes, social media and website metrics, audience behavioral patterns, and product positioning to formulate strategic recommendations for marketing campaigns.
- Create research-backed social content, including the organization's highest-performing organic post in over two years, earning 81 reactions, 26 shares, and strong engagement around the unity and trustworthiness of Scripture.

ARC Gaming & Technologies

November 2024 - May 2025

Digital Marketing Strategist

- Spearheaded content marketing strategy for skill-based gaming products, developing campaign messaging across email, social media, blogs, landing pages, sales collateral, and customer education materials.
- Designed B2B email campaigns, achieving 50%+ open rates and generating consistent qualified leads for sales follow-up.
- Built a **60+ pillar content calendar** using keyword trends, competitor research, industry insights, and audience needs to guide multi-channel campaign development.

- Produced SEO-informed blog outlines, testimonial campaigns, product narratives, and educational content that supported customer acquisition and brand positioning.

Industrial Access, Inc.

September 2023 - August 2024

Lead Technical Writer

- Authored structured, SEO-conscious B2B technical reports, summaries, and client-ready deliverables for industrial audiences.
- Built standardized templates and content workflows that made reports easier to read, faster to produce, and more useful for sales and client communication.
- Partnered with engineers and project managers to translate complex technical information into clear narratives, visuals, charts, and annotated deliverables.

Verizon Wireless

December 2019 - August 2023

Technical Support & Knowledgebase Specialist

- Wrote and updated knowledgebase content, troubleshooting workflows, and customer-facing support documentation, translating complex device, network, and account issues into clearer digital service content.

Lampstand Studios

January 2018 - September 2023

Creative Director

- Founded and built *The Full Armor of God*, a Bible-inspired 2D, turn-based RPG that blended faith, storytelling, spiritual warfare, and character-driven game design.
- Grew a community of **4,000+ supporters** and raised **\$5,000+** by sharing the development journey through crowdfunding updates, story-driven posts, donor CTAs, and community engagement.
- Planned content around character reveals, lore, theological themes, gameplay updates, and behind-the-scenes development to keep the audience invested between major launches.
- Led artists, writers, musicians, and developers while writing key messaging for the game's landing pages, fundraising pages, DM copy, social content, and campaign materials.

EDUCATION

B.A. - English: Writing and Rhetorical Communication, Georgia Gwinnett College