

# Hi! I'm Deanna Costante

A copywriter, creative, and brand builder with a passion for turning big ideas into cohesive, memorable moments. From campaigns and articles to real-world experiences, I blend strategy, storytelling, and hands-on execution to deliver an end product that supports both brand and business goals.

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## Education

West Chester University of PA  
BA - Communication Studies, 2018  
Minor - Studio Art / Graphic Design

- *Graduated Summa Cum Laude*
- *PSP National Honor Fraternity*

## Competencies

- Collaboration
- Communication
- Creativity
- Project Management
- Thought Leadership
- Kindness (:

## Skills

Copywriting 

Social Media 

InDesign / Illustrator 

Office365 Suite 

Event Planning 

WordPress 

## Professional Experience

### Marketing Manager and Senior Associate

*EDSA, inc. | 2023 - Present • Marketing Associate, 2021 - 2023 • Marketing Coordinator, 2019 - 2021*

- Spearheaded social and digital content strategy, driving 40%+ audience growth and earning 4 Social Media Awards.
- Concepted and launched The Hot Seat, a monthly leadership interview series, self-teaching Adobe Premiere Pro to film, edit, and publish episodes across platforms.
- Wrote and creatively directed long-form editorial content for EDSA's Design Matters magazine, including leadership interviews and firmwide storytelling.
- Managed firmwide email campaigns through Mailchimp, achieving open rates 25% above industry benchmarks.
- Led website strategy and ongoing updates via WordPress, supporting 15,000+ new users per quarter and contributing to a full website overhaul.
- Elevated EDSA's brand through a comprehensive refresh, refining graphics, messaging, and tone of voice across all marketing and internal materials.
- Partnered with consultants and leadership to support PR strategy, securing media coverage in Forbes and The Washington Post.
- Developed and led interactive brand voice workshops, driving consistency in communication and messaging.
- Created and executed targeted recruitment campaigns, increasing visibility and attracting higher-quality applicants.
- Built and implemented a strategic awards program, securing 16+ industry recognitions since 2020.
- Managed CRM data and reporting, tracking pursuits, client activity, and firmwide opportunities to support business development efforts.
- Contributed to marketing strategy, including planning, budgeting, and monthly reporting on firm wins and pursuits.
- Supported RFP responses through the development of qualification packages, resumes, and capability statements.
- Planned and executed firm events and initiatives, including company retreats (250+ attendees), office openings, and industry engagements.
- Led community partnerships and outreach initiatives, including collaborations with organizations like Serving with GRACE and the Jack and Jill Foundation.
- Enhanced internal communications and operations, including intranet development via Office365 and serving as a liaison across teams to align staff on firm initiatives.

### Marketing Coordinator

*The Service Companies | 2018 - 2019 • More information available upon request.*

Social Fire Media • Intern, 2018    Anthropologie • Visual Display Intern, 2018    The Social Lounge • Server, 2017