

# DANA GILDEN

Content Writer / Marketer  
Digital, UX, Social Media,  
Marketing, SEO

Languages:  
English – Native

Education:  
AIM 2009–2013  
Bachelor of Music  
Major in Marketing & Arts  
Management &  
Communications

## CONTACT

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## Professional Summary

Creative and detail-driven writer and marketer with 10+ years of experience across food, tech, music, web design and eCommerce. Proven ability to craft compelling content strategies, manage cross-functional collaboration, and elevate brand narratives across platforms. Skilled in user research, localisation, onboarding, and leading content from concept to publication.

## Professional Highlights

- Increased Instagram engagement through fresh campaign strategies and content revamps.
- Managed successful influencer partnerships & paid ad campaigns for my clients.
- Designed & launched 10+ complete websites for clients in hospitality, retail, and creative industries.
- Managed social media creative and marketing for multiple brands and organisations.
- Built & maintained the internal Writers Knowledge Base and onboarding at Wix, used globally.
- Spearheaded content localisation for 20+ product launches at Wix across over 20 languages.

## 2023- Contract Positions

### 2026 Content Marketing, Social Media, SEO & Website Building

Clients: The Dinner Ladies, JUSA, Food by Ausraeli, Reset Resolutions, UIA, Maccabi, Lil' Nibbles (co-founder, recent exit)

- Created strategies and managed content calendars for social media and EDMs
- Styled, prepped, and directed photoshoots and short-form video content
- Ran influencer partnerships, campaigns, competitions, and paid ads
- Create and manage websites and any required eCommerce tools incl. SEO
- Aligned brand messaging with stakeholders and creatives
- Wrote long and short-form copy for briefs, web, newsletters, and social
- Conducted trend research and analytics reporting

## 2020 - WIX

### 2023 Lead UX Writer, Restaurants & Dine by Wix

- Led content strategy for all Restaurants and Dine by Wix products (web/mobile)
- Created accessible, user-first copy and managed localisation processes
- Contributed to product QA, UX problem-solving, and competitive research
- Collaborated with product managers, devs, UX designers, and localisation teams
- Trained and onboarded new UX writers in key creation and content systems
- Designed and published full websites across industries

## 2017 - WIX

### 2020 Content Coordinator/Manager, UX Team & Writers Guild

- Coordinated English UX content across 20+ languages
- Created QA documents and onboarding websites
- Managed Words Matter and Writers Guild social channels
- Built and maintained the Writers Knowledge Base site (writing, visuals, research)
- Advocated for accessibility in web content and media assets
- Trained new writers in CMS and documentation systems

## 2013 - SOURCE MUSIC PUBLISHING

### 2017 Marketing & Content Manager & Social Media Lead

- Oversaw marketing campaigns from concept to launch
- Managed social media, newsletters, and label PR
- Designed and curated content for artists and label branding
- Directed marketing strategies, budgets, and stakeholder communications
- Built strong relationships with artists, media, and agencies globally
- Handled business operations: analytics, reporting, Google/Adobe tools

## TOOLS & PLATFORMS

Design & Collaboration: Figma, Zeplin, Sketch, Abstract, Canva, Slack, Monday.com

CMS & Content: Wix.com, Smartling, Shopify, Klaviyo, Gorgias, Mailchimp

Analytics & Project Management: Google Suite, Jira, Asana, Microsoft Office, Galley

Visual & Editing: Adobe Creative Suite, Photoshop, Video & Photo Editing, Stop Motion, AI

Development Tools: Storybook, Github, Rebrandly, Accessibility Tools

Marketing & Social Media: Later.com, Social Campaigns, Influencer Marketing, SEO, AI Tools, ChatGPT

Research & Strategy: User Interviews, Localisation, Trend Analysis, Roadmaps