

Contact

www.linkedin.com/in/danielleavincent (LinkedIn)
LiveOutlaw.com (Company)
danielleavincent.com (Personal)
you-nicorn.com (Other)

Top Skills

E-Commerce
Business Analytics
Leadership

Honors-Awards

Entrepreneur of the Year, Consumer Goods
Gold Medal Award

Publications

You-Nicorn: 30 Days to Find your Inner Unicorn and Live the Life You Love
Freelance Writer / Small Business Expert
Freelance writer at Pyragraph Magazine

Danielle A Vincent

Passionate about leveraging emerging technologies to redefine brand-consumer relationships, I bring over a decade of leadership experience in diverse industries to drive innovation and achieve data-driven success.

Joshua Tree, California, United States

Summary

In an era where consumer engagement is redefined by emerging technologies, I find immense joy in pioneering brand-consumer relationships that resonate like friendships, but at scale. With over a decade of experience across diverse industries—from media giants like ABC and OWN to tech innovators like Mozilla—I've honed my skills in inspiring leadership, cultivating incredible customer relationships, and achieving results-oriented milestones.

The future of the consumer space excites me. Advancements in AI and data analytics are revolutionizing how we personalize and humanize brand interactions. I'm passionate about harnessing these technologies to redefine consumer experiences.

My leadership style is forward-facing and data-driven. Whether it's securing multi-million dollar funding or boosting global member engagement, I thrive in innovative, strategic settings. Metrics guide my actions and validate our strategies, consistently yielding positive outcomes.

I'm optimistic about the endless possibilities the future holds and committed to leading teams to seize these opportunities effectively.

Experience

Entrepreneurs' Organization

Marketing and Communications Chair, Reno/Tahoe Chapter

July 2023 - Present (7 months)

Reno, Nevada, United States

Overview: Supported the EO member journey through scalable, repeatable systems.

- Analyzed regional and chapter EO member needs and crafted a personalized content strategy
- Used AI to create a personalized prospecting pipeline
- Leveraged existing organizational structure to increase member engagement

Outlaw

Chief Executive Officer

January 2013 - Present (11 years 1 month)

Sparks, NV

Overview: Created a highly addictive, iconic personal care brand with a cult-like following based on strong customer relationships.

- Created highly targeted, personalized marketing campaigns for high-performance customer journeys across email, SMS, and online ads
- Crafted AI style guides for ChatGPT to create systems for products and content aligned with our brand voice
- Recruited and managed a team of experts, leading through growth-oriented feedback and promoting internally
- Bootstrapped Outlaw from 2013, crafting the brand direction based on customer feedback to achieve product market fit in 2019
- Raised \$3M between 2020 - 2021, enabling triple-digit, product-led growth

Mozilla

Content Marketing Strategy for Mozilla Developer Network

August 2015 - June 2019 (3 years 11 months)

Overview: Developed low-effort, high-impact programs through cross-functional team collaboration.

- Started Mozilla Developer Newsletter (more than 100k registrations in year 1, with a >20% open rate)
- Established cross-team editorial communications, curated developer content from across the organization, and orchestrated approval from multiple stakeholders on an ambitious weekly cycle
- Initiated use of Firefox in-product promotions to reach millions of developers worldwide
- Helped lead Mozilla Developer cross-team content communication meetings and created cross-team editorial calendar

OWN: The Oprah Winfrey Network

Product Manager

September 2010 - April 2013 (2 years 8 months)

Los Angeles, CA

Overview: Worked with multiple stakeholders to execute complex projects through incredibly fast release cycles.

- Led product development for the Oprah Winfrey Network website and Oprah.com
- Managed celebrity contests, sponsored promotions, and Twitter events
- Led the ongoing design of new OWN show sites, developing an efficient process for rapid release on tight schedules with multiple stakeholders
- Recommended and executed projects to unify the site design across our multiple business units

ABC Television

2 years 11 months

Sr. Product Manager: ABC

January 2010 - September 2010 (9 months)

Burbank, CA

Overview: Aligned team to a common strategy to meet larger organizational goals.

- Created strategic plan for our team, including tactics to spread the ABC message across many social platforms
- Led team of five Product Managers to create an 18-month product roadmap that met the organizational goals
- Instituted weekly status reports to be delivered to all levels of the enterprise, tracking and reporting metrics, and driving real-time course correction
- Created full documentation for products, from business justification to functional documentation to wireframes, seeing a product through to successful launch

Community and Content Product Manager: ABC Family

November 2007 - January 2010 (2 years 3 months)

Burbank, CA

Overview: Met or exceeded organizational goals through strategic planning, strong leadership, and excellent product management.

- Managed budgets for editorial and community moderation, operating on a functional shoestring
- Initiated and fostered content partnerships with internal and external content providers
- Delivered extensive community and editorial ROI metrics to key stakeholders and executives
- Lead product development teams from brainstorming to launch (including PRDs, scheduling, and QA)

- Revised the editorial process, resulting in timely delivery, increased efficiency, and consistent regulatory approvals
- Developed comprehensive feedback reports for senior management, including community temperature readings, programming feedback, and site issues

Jaman

Community Director, Marketing Manager, and Editorial Lead

August 2006 - October 2007 (1 year 3 months)

San Francisco Bay Area

Overview: Thrived in a flexible and dynamic startup environment.

- Managed products with all teams in the company, including design, tech, and QA, translating the needs of the product requirements to all in clear and concise documentation
- Coordinated all film festival and venture capital events, including the production of all marketing materials, setup of booths, and live product demos
- Established site moderation and support strategy, including boards, comments, recommendations, and forums

Alameda Newspaper Group

Product / Project Manager

November 2005 - July 2006 (9 months)

San Francisco Bay Area

Overview: Built relationships and led teams to meet aggressive launch schedules, while also addressing the changing world of news media.

- Led full redesign and launch of eight news sites
- Presented and trained sales staff
- Created marketing plans, from brainstorming to creative execution

Los Angeles Newspaper Group

Product Manager & Classifieds Product Manager

December 2004 - December 2005 (1 year 1 month)

Greater Los Angeles Area

Overview: Managed the online classifieds section in a rapidly changing market, analyzing competitors and changing the product roadmap to meet upcoming challenges.

- Led full redesign and launch of ten integrated classifieds systems
- Coordinated and presented regional and one-on-one training seminars
- Created marketing plans, from brainstorming to creative execution

Caen Engineering

Webmaster

January 2003 - May 2005 (2 years 5 months)

Overview: Handled Caen's entire web presence and digital communication strategy.

- Executed full redesign of product catalog website from planning to launch (including all requirements-gathering, UI design, graphic design, web development and IA, QA, and maintenance)
- Launched full-service e-commerce division for automatic order notification and fulfillment, including coordination with warehouse staff
- Established SEO systems for automated SEO updating and audits
- Started and maintained SEM efforts with Google AdWords, including creation of all SEM creative and weekly click-through and ROI reporting
- Wrote and distributed monthly product newsletters, including the maintenance of all subscribes and unsubscribes
- Created and updated product PDFs for print catalog

Action Engine Corporation

Web Developer

November 2000 - May 2001 (7 months)

Overview: Learned new technologies, built websites, and wrote extensive customer support documentation.

- Designed and developed consumer-facing website services based on vendor-created styles and wireframes
- Created and maintained product help center and knowledge base, investigating and including technical documentation for all aspects of product support

Microsoft

Art Director

March 1999 - May 2001 (2 years 3 months)

Greater Seattle Area

Overview: Worked with several departments within Microsoft to evaluate and address their design needs.

- Created full design campaigns and website redesigns for Microsoft Enterprise, Microsoft in Education, Microsoft Seminar Online, and Microsoft USA
- Designed and helped to build the demonstration website Windows 2000 Keynote Demo at the SF Windows 2000 launch (yes! Bill Gates did it!)

- Designed and built Demo DVD interface for worldwide enterprise sales force use
- Designed Microsoft Demo DVD packaging and coordinated worldwide manufacture and distribution

Education

University of Washington

BA, Communications · (1998 - 2003)

Santa Clara University