

Daniel Duke

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I'm an experienced marketer and content strategist, currently leading marketing at Detail where I guide brand, content, and product marketing strategy. Before that I was content lead at 1Password and head of marketing at Sketch. I'm a trained journalist with more than ten years experience working as a designer — across print, digital, and UX. I've helped scrappy start-ups and billion dollar platforms understand the importance of effective communication and a consistent voice in building their product and brand.

Experience

Marketing Manager at Detail

Sep 2021 - Present

I'm currently leading marketing at an early stage, creator-focused startup. I'm working with the team and the founders to establish brand messaging, voice/tone, and content strategy. I'm responsible for guiding product positioning as well as building out customer personas as we move towards finding product-market fit.

Content Marketer / Content Lead at 1Password

Feb 2020 - Sep 2021

After initially joining 1Password as a content marketer, I was asked to grow and manage the content team. I expanded the team from three to nine writers and was responsible for managing and guiding all of their work. I led messaging and content efforts across product, brand, and web, as well as contributing to the broader strategy, ensuring the success of integrated marketing initiatives. I also had the opportunity to work on UX and microcopy for the 1Password web platform.

Head of Marketing at Sketch

Dec 2018 - Dec 2019

As head of marketing I led Sketch's marketing, content strategy, and partnerships efforts. This involved overseeing the creation of cross-platform marketing campaigns and product launches, and developing content for web, blog posts, social media and newsletters.

Content Strategy at Sketch

Jul 2017 - Dec 2018

I was responsible for the creation of web content, blog posts, and newsletters, as well as writing microcopy for the Mac and web apps. I developed and documented Sketch's tone and voice.

Education

Bournemouth University

2008-2011

BA (Hons) Multi-media Journalism
Grade 2:1. Multi-disciplinary course covering web and print journalism, audio and video production, research skills, journalism theory, law, and politics.

Skills

- Product marketing
- Marketing strategy
- Content marketing
- Content strategy
- Managing projects
- Leading teams
- Growing teams
- Brand design
- Video/audio production
- Web design
- Illustration

Other experience

I'm a professional musician, singer, and songwriter. I've signed songs to labels including Sony/EMI, and my music has appeared in TV shows on major US networks like ABC and CBS.