

Danielle Pond, MA

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An accomplished marketing communications professional Danielle transitioned to Family Mediation and Marriage and Family Therapy to pursue a passion as a military spouse to give back to the community to meet the needs of adolescents, families, and couples.

Skills

- Refined interpersonal and active listening skills
- Comfortable leading or facilitating dialogue among small groups
- Highly organized with strong documentation ability and professional writing background
- Motivated, focused, passionate, and professional
- Marriage and Family Therapy Coursework in Progress:
 - Family Systems Theory and Methods
 - Cognitive-Behavioral and Family Systems Therapy
 - Psychopathy and DSM-5 Testing, Diagnosis, and Treatment
 - Individual and Group interventions for Grief, Loss, and Trauma
 - Substance Abuse Theory and Counseling Techniques
 - Legal, Ethical, and Professional Standards for MFTs
 - Couple and Marital Therapy Methods and Techniques
 - Utilizing Systemic Approaches Through the Lifespan

Certifications

- Florida Supreme Court Certified Family Mediator – #39929 F.

Completed CE Certificates

- 28th Annual Conference Florida Dispute Resolution Center | August 13-15, 2021 (9.6 hours including 1.2 hours of mediator ethics, 1.2 hours of interpersonal violence, technology with Zoom, cultural diversity, etc.)
- Florida Supreme Court Family Mediation Training | August 4-8, 2021 (46.5 hours including 5.0 Ethics, 3.0 Technology, 1.0 Bias Elimination, 1.0 Professionalism)
- Florida Laws and Rules (8-hours) | June 14, 2021 | A.A. Ross Counseling
- The Baker Act for Adults and Children (3 CEUs) | June 12, 2021 | CCHR Florida
- Florida Domestic Violence (2-hours) | June 6, 2021 | A.A. Ross Counseling
- Florida HIV/AIDS (3-hours) | June 6, 2021 | A.A. Ross Counseling
- Crash Course in Play Therapy Basics (1-hour) | May 28, 2021 | Marriage and Family Services

Professional Associations

- Member of the Florida Academy of Professional Mediators 2021
- American Association for Marriage and Family Therapy | Florida Interest Network Student Board Member, 2021- 2023

Awards and Accomplishments

- Awarded the Diversity in Counseling Scholarship | July 2021 | Awarded to a student who demonstrates passion and dedication to work with an underserved population as an MFT.
- Sigma Tau Delta International English Honors Society | Membership Awarded in 2019
- Southern New Hampshire University Distinguished Scholar Award | 2019 | Awarded for achieving the highest final GPA in the New Media and Marketing program in 2019.

Education

MS in Marriage and Family Therapy | Expected September 2023 | Current GPA 4.0

Capella University - Minneapolis, MN (online with in-person practicum and internships)

MA Communications, New Media and Marketing | 2019 | Final GPA 4.0

Southern New Hampshire University - Manchester, NH (online)

BS Communications, Advertising, Marketing, Public Relations | 2008 | Final GPA 3.65

New England School of Communications - Bangor, ME (on-campus)

Work Experience

Director of Marketing | June 2019 – Current

ICX Managed Services - Jacksonville, FL

- Collaborate with vendors, partners, and internal staffers to implement a cross-channel content marketing strategy to educate business customers, elevate ICX's online reputation, and increase inbound lead flow, referrals, and conversions using HubSpot for marketing automation.
- Facilitate dialogue between internal and external resources to meet organizational goals and create cooperative efficiencies, brainstorm ideas to reach various audiences, and collaborate.
- Lead the marketing and content strategy, analytics reporting, channel analysis, and media buying activities for Bates Security, an ICX affiliate partner, and Bates Security's other brands including ABCO, Absolute Protection Team, Central Security, and Sonitrol.

Director of Marketing | 2018 - 2019

Advanced Fraud Solutions - High Point, NC

- Interviewed stakeholders to develop a new marketing and branding strategy, defined their most strategic target audiences and built a cohesive cross-channel messaging strategy.
- Boosted inbound lead flow by over 50% using HubSpot for marketing automation to deliver an aggressive multi-channel mix comprised of a new blog and newsletter, dozens of case studies, articles for media publications, social media campaigns, and whitepapers.

Director of Marketing | 2015 - 2018

Usio (Formerly Payment Data Systems, Inc.) - San Antonio, TX

- Led the go-to-market strategy of various electronic payments products and channel partner integration solutions across credit card processing, prepaid cards, ACH, bill pay services, and more.
- Managed multiple websites, marketing plans, budgets, and content strategies leading to a 200% increase in web traffic in the first six months.

More Work History Available Online: [LinkedIn.com/in/Danielle-Pond](https://www.linkedin.com/in/Danielle-Pond)