

DARRELL SANDERS

<https://www.linkedin.com/in/dcs11/>

SKILLS

Qualitative Research (In-depth Interviewing, Patient Interaction, Observational Research, Informed Consent) | Research Methodology, Project Management, Data Interpretation & Reporting (Intermediate) | Quantitative Research (Data Collection, Basic Statistical Understanding), Data Visualization (Basic) | Communication (Excellent), Attention to Detail (Excellent), Collaboration, Critical Thinking, Learning Agility | Software: Google/Microsoft Workspace (Proficient), SPSS (Familiar), Python/Pandas (Beginner), WordPress (Int.), HTML/CSS (Basic), SEO Tools (GA, GSC, Ahrefs, SEMRush - Intermediate) | Patient Care (Provided attentive care for a family member with advanced dementia)

EXPERIENCE

Sivil | Los Angeles, CA (Remote) April 2024 – August 2024

Content Marketing Specialist (Contract)

- Drove a 30% increase in LinkedIn followers for a SaaS case management platform by spearheading a targeted public safety content strategy, enhancing brand visibility and thought leadership.
- Boosted content creation efficiency by an estimated 50% by integrating AI tools (Claude, OneCliq, Grammarly AI, Jasper), demonstrating proactive technology adoption for productivity and quality gains.
- Guided strategic product development and C-level decisions with in-depth AI product research and competitive analysis reports, delivering actionable insights on market trends and competitor strategies.
- Enhanced brand presence and user engagement via cross-functional projects, including high-impact blog content. Supported core case management application enhancements, boosting user adoption and satisfaction.

GRO | Los Angeles, CA (Remote) January 2022 – November 2022

Jr. SEO Strategist and SEO Campaign Manager

- Spearheaded SEO campaigns for 12 key client accounts, achieving a 100% retention rate by proactively managing client relationships and communication as the dedicated Campaign Manager.
- Developed and implemented comprehensive SEO strategies for 18 diverse clients (international and statewide), showcasing adaptability and a deep understanding of SEO principles as a Jr. SEO Strategist.
- Leveraged data analysis tools (Google Analytics, SEMrush, Ahrefs) to conduct SEO audits, identify trends, and deliver actionable insights that improved search engine visibility and drove a 15% average increase in organic traffic for clients.

In-Home Caregiver | Matteson, IL March 2020 – March 2021

Dementia Caregiver

- Facilitated daily living activities with dignity and respect, including bathing, dressing, and meal preparation, for an in-home family member suffering from advanced dementia.
- Developed and implemented engaging cognitive and recreational activities designed to stimulate memory, enhance cognitive function, and enrich the patient's daily life.
- Maintained a safe, clean, and organized home environment, proactively identifying and mitigating potential hazards to enhance accessibility and prevent accidents.
- Independently resolved diverse and challenging crises, demonstrating rapid problem-solving, sound judgment, and decisive action to ensure patient safety and well-being.
- Delivered vigilant and continuous supervision during 12-hour shifts, 3 days per week, maintaining close visual proximity to ensure immediate assistance and proactive safety monitoring.

Pomona College - CCAVES | Claremont, CA August 2017 – March 2020

AudioVisual (AV) Production Lead Manager

- Supervised and led a team of AV technicians, ensuring seamless execution of AV production for diverse college events (lectures, concerts, ceremonies).
- Managed the operation, maintenance, and troubleshooting of state-of-the-art AV equipment, minimizing downtime and ensuring optimal functionality.
- Coordinated with faculty, staff, and vendors to plan and execute technical aspects of events, consistently delivering high-quality AV solutions and meeting diverse needs.
- Trained and mentored junior technicians on AV equipment and software, enhancing team competence and efficiency.
- Implemented quality control procedures for sound and video output, resulting in improved production quality and event experience.

Pomona College - Housing | Claremont, CA August 2018 – March 2020

Resident Advisor

- Fostered a positive and inclusive living environment for a diverse community of 20 undergraduate students, providing support, guidance, and connection to campus resources (e.g., academic advising, and counseling).
- Effectively managed crises and mediated resident conflicts, demonstrating strong problem-solving, interpersonal, and communication skills.
- Developed and implemented 10 engaging programs and activities per semester to enrich the residential experience and build community.

Illinois Tool Works | Glenview, IL

May 2019 – September 2019

Systems Analyst Intern

- Developed and deployed custom software solutions using PowerApps and SharePoint to streamline administrative workflows and enhance field employee support.
- Provided technical expertise and guidance to colleagues, effectively resolving software issues and improving user proficiency with new systems.
- Conducted user experience (UX) testing and debugging for company-wide software applications, proactively identifying and resolving critical issues before corporate rollout.

Illinois Tool Works | Glenview, IL

May 2018 - August 2018

Sales and Marketing Analyst Intern

- Managed the national implementation of a key product across 62 regional divisions for DR Horton (largest US home builder), demonstrating project management and logistical coordination skills.
- Revised and created new marketing materials (for end-users, distributors, and builders), enhancing product appeal and ease of use for diverse audiences.
- Managed and maintained a builder profile database (over 1,000 profiles), ensuring data accuracy and accessibility for sales and marketing purposes.

EDUCATION & HONORS

Pomona College | Claremont, CA | Bachelor of Arts in Sociology

December 2020

- **GPA:** 3.06, Distinction for Senior Thesis, **Resident Posse Leadership Full-Scholarship Award**
 - **Relevant Coursework:** Qualitative Research Methods, Quantitative Research Methods, Sociology of Education, Ethics & Philosophy, Sociology of Poverty, Intro to Java Programming with Lab, Classical Sociological Theory, Historical & Development Sociological Theory II, Directed Readings (Investigating Critical Race Theory)
- *Independent Research Study**