



MAREN DAY WOODS

COMMUNICATIONS
CONSULTANT

CONTACT

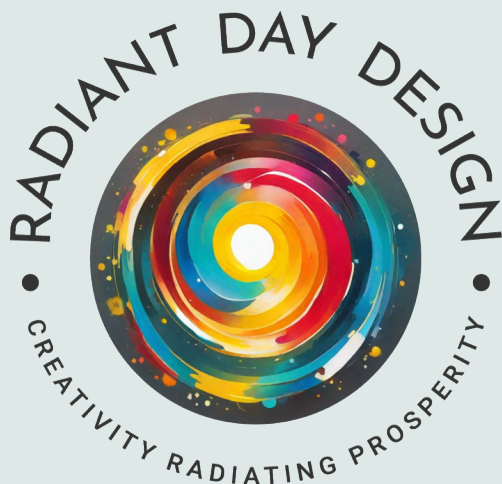
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WORK EXPERIENCE

Radiant Day Design, Remote

Founder / Creative Consultant | Jun 2023 - Present

- Creative Services Agency provides remote copywriting, strategic marketing, and event design for small businesses and individuals.
- Our expertise enhances brand visibility, creates impactful experiences that resonate with target audiences, and aligns with marketing strategy.
- Day Woods is close to completing a narrative non-fiction manuscript entitled Life's an Event: Co-Creat Meaning, Purpose & Joy by applying a 5-Step Event Planning Process.

CHI Riverview Place Fargo, ND

ND Director of Marketing & Admissions | Jan 2020 - May 2023

- Drove 15% occupancy improvement, from 74% to 89%, and secured 121 new residents, an average of 5 new residents per month. These numbers include the 18-month impact of COVID-19.
- Created all local collateral, including sales materials, external communications, media relations, Facebook Ads, website copy, digital ads, Constant Contact Emails, Facebook, LinkedIn, and event marketing.
- Used Enquire Solutions Customer Relationship Management (CRM) software to track relationship progress with potential and existing prospect data, including a timeline to strategize the next step in the sales process.

New Perspective Senior Living Community, West Fargo, ND

Sales & Marketing Director | Feb 2019 - Dec 2019

- Secured 50+ new senior residents within 10 months, recognized as a top producer.
- Delivered high success in this leadership role through creative marketing, event planning, and relationship building with outreach and referral contacts.
- Ensured positivity, strong people skills, optimal work ethic, attention to detail, and the ability to recognize and present creative solutions to varied circumstances.

Hibu, Fargo, ND

Digital Outside Sales, Account Executive | Feb 2017 - Dec 2019

- Top regional producer for new digital product sales.
- Prospected, Cold Called, Set up in-person Appointments - First listened and identified problems and goals of SMBs.
- Presented digital solutions to SMBs, including SEO, SEM, and Display & Social Media Advertising.
- Helped clients create compelling copy and messaging to reach their target audience and inspire them to act.

PREVIOUS WORK EXPERIENCE

Communications & Development Director at Family Healthcare Center, Marketing & Events Manager at Hotel Donaldson, Adjunct Professor at Minnesota State University Moorhead (MSUM) Showcase, Executive Director for FM Opera Company, and Corporate Support Representative for local Public Broadcasting Station (PBS)

EDUCATION

North Dakota State University, Fargo, ND
Bachelor of Science, Food and Nutrition & Community Wellness

TECHNOLOGY EXPERIENCE

Microsoft Office, Google Workspace, One Day Video, Riverside Video, Salesforce, Constant Contact, Mail Chimp, CRM/SaaS software for Real Estate (Flex MLS Platform), Health Care (Enquire Solutions & Salesforce) and Digital Marketing (Hibu Software) SEM, SEO, Display & Social Media Ad Creation/Management, HubSpot, Mailchimp, Zoom, Dropbox, Canva, Illustrator, Photoshop.

CERTIFICATIONS

MIT Sloan School of Management: Artificial Intelligence; Implications for Business Strategy

HubSpot Content Marketing Certification 2024

Senior Real Estate Specialist (SRES) 2012

Accredited Staging Professional (ASP) 2008

Certified Feng Shui Practitioner (CFSP) 2011

Licenses

Licensed Realtor, ND & MN, since 2010

Memberships

National Association of Realtors (NAR) 2025

International Feng Shui Guild (IFSG) Member 2025