

Danielle Comes

Marketing Campaign Specialist — Consumer & Gaming

Integrated Campaigns · Influencer & Creator Marketing · OEM & Partner Co-Marketing · Campaign Measurement

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Summary

Consumer and gaming marketing leader with 20 years in gaming and consumer technology, spanning experiential, community, and digital campaign work. Currently leads creator and influence marketing for Alienware, where I built the program's first end-to-end measurement system and direct campaign, seeding, and partner strategy for a 54-creator roster with 85M+ combined cross-platform reach. Known for translating product and market priorities into integrated campaigns across influencer, social, retail, and partner channels — and for replacing self-reported metrics with verified, executive-ready measurement.

Core Competencies

Integrated campaign strategy & activation · Influencer/creator marketing · OEM, software & retail partner co-marketing · Product launch & seasonal moments · KPI and measurement frameworks · Executive reporting & insights · Competitive & market intelligence · AI-powered marketing tools & analytics platforms

Experience

Hive Influence Lead — Alienware · April 2026 – Present

- Lead creator marketing for a three-tier roster of 54 creators (Elite, core Hive, and streamer programs) driving awareness, consideration, and demand for gaming PCs, laptops, and peripherals; 3.6M hours watched per month across the streaming network.
- Built the program's first holistic measurement system from public platform data (Twitch, YouTube, TikTok, Instagram, X): defined KPIs and a clean trend baseline, and run a weekly refresh-and-recap cycle — follower and streaming re-pulls via platform APIs, engagement and sentiment tagging, an industry & competitive scan, and a full data archive — delivered to leadership as an executive-ready dashboard and recap.
- Set and enforce program standards across all creator tiers: streaming cadence, disclosure and hashtag compliance (#AlienwarePartner), short-form and unboxing deliverables, and code of conduct — with compliance tracked as a reported program KPI.
- Direct flagship hardware seeding strategy: allocation of launch desktops across tiers, one-page term sheets (deliverables, usage/whitelisting rights, posting longevity, performance review gates), and cross-platform launch rollouts measured within hours of posting.

- Evaluate creator prospects for leadership with impact and efficiency models — projected watch time, reach, audience concentration risk, and cost-per-outcome — including partner-funding paths that reduce net program cost.
- Produce competitive and market intelligence used by the team: a gaming industry dashboard (market sizing, release calendar, pricing and supply pressures) and an AI-discoverability dashboard tracking how AI answer engines represent gaming hardware brands and which sources they cite.
- Supported the creator program's RFP response: prepared executive talking points and joined the review call with e-commerce and influence leadership.

Dell Technologies

Marketing Planner · October 2022 – September 2023

- Digital marketing planning and project management across consumer and gaming marketing programs — campaign planning, cross-functional coordination, and delivery.

Digital Media Analyst · August 2022 – October 2022

- Digital marketing analysis supporting campaign planning and performance readouts.

2020 Companies

Alienware Marketing Advisor · September 2023 – Present

- Lead operations and execution support for Alienware experiential activations across colleges, esports events, and partner showcases — logistics, inventory, partner relationships, vendor funding, compliance, and creative asset development.
- Drove record-breaking engagement: 34K visitors (+192% YoY) and 7K Arena sign-ups (+186% YoY) through meticulous planning, cross-functional alignment, and brand ambassador training.
- Amplified digital impact by integrating influencer partnerships and livestream strategies into event activations: 322M social reach (+34% YoY) and 47 live streams reaching 2.3M+.
- Generated 1,435 customer reviews at a 4.8-star average (+103% YoY), contributing 48% of all Dell.com reviews.
- Served as On-Site Manager (MOD) for large-scale activations; delivered event recaps and coaching reports that informed leadership strategy, execution improvements, and long-term planning.

Field Sales Manager · September 2019 – October 2022

- Managed field sales activity and retail-facing teams for consumer technology brands.

Mosaic Sales Solutions

Microsoft Entertainment Representative · April 2012 – August 2014

- Retail representation for Microsoft entertainment products — product knowledge, demonstrations, and store-level engagement.

Founder & Product Builder — ZenHue Learning · 2026

- Designed, built, and operate a consumer education product end-to-end — web app, digital curriculum products, and storefront — using AI development tools throughout; run a locally hosted AI model in daily operations. Included as evidence of hands-on fluency with AI-powered marketing and product tools.

Tools & Platforms

Public analytics (SullyGnome, StreamCharts) · Platform APIs (YouTube, X, Steam) · AI marketing tools, including local LLM deployment (Ollama) · Canva (video editing) · Adobe InDesign · OBS · Deep platform fluency across Twitch, YouTube, TikTok, Instagram, and X