

dany vasquez

PUBLICIST

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BLOGGER



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danyvasquez.com

SKILLS

- English, Spanish (fluent)
- French, Portuguese (conversational proficiency)
- Expert knowledge in PR tools including Cision and iQMedia
- Professional experience with social media management
- Functional knowledge of Adobe Photoshop, InDesign and Illustrator

EDUCATION

Boston University 2014
College of Communication

Magna Cum Laude
Bachelor of Science in Communication

Specialization in Public Relations and International Relations

AWARDS

IPA Foundation Certificate - 4A's

Passed with Credit
2017

Challenges in Global Affairs Specialization

Coursera / Leiden University & University of Geneva
2015

Blue Chip Award for Outstanding Seniors

Boston University College of Communication
2014

WORK EXPERIENCE

Allen & Gerritsen

Associate, Public Relations

August 2015 - Present
Boston, Massachusetts

- Manage clients such as Blue Cross Blue Shield of Massachusetts, Allegheny College, Toy State, & others
- Build media lists, pitch stories, track coverage, develop strategy plans, research and write editorials
- Planned Allegheny College's 2016 Prize for Civility in Public Life in Washington, DC honoring Vice President Joe Biden and Senator John McCain

FleishmanHillard

Diversity Fellow

August 2014 - February 2015
San Diego, California

- Managed clients such as Make-A-Wish, AT&T U-Verse, Samsung, Bumble Bee Foods, and others
- Utilized Cision, Sysomos, and Sprout Social to manage media relations and social content
- Led Hispanic outreach for clients, including proofreading and writing content in Spanish

eckfactor

Publicity Assistant

June 2013 - August 2013
Sydney, Australia

- Assisted team with publicity efforts for clients such as CNN, Sony Pictures, Garmin, and The Voice AU
- Created reports and spreadsheets, drafted media pitches and releases, and assisted with client events
- Planned red carpet publicity for the ASTRA Awards (for Australian subscription television); talent handler and photographer's assistant during event

Premier PR

Film Publicity Assistant

January 2013 - April 2013
London, United Kingdom

- Conducted daily coverage, drafted campaign proposals, and assisted with events and press screenings
- Select features picked up and published by several UK entertainment outlets
- Talent handler during the Jameson Empire Awards and several red carpet premieres
- Worked press junkets and tracked media coverage during the Sundance London Film Festival

20th Century Fox

Publicity Assistant

June 2012 - August 2012
Los Angeles, California

- Worked with every division within the Domestic Theatrical Department, including field and national publicity, still photography, and special events
- Updated media sheets, researched for marketing campaigns, planned press junkets and premieres

Academy of Motion Picture Arts & Sciences

Communications Assistant

June 2012 - August 2012
Los Angeles, California

- Worked within the Marketing and PR departments to draft press releases, conduct research, update video library, and assist with screenings and promotional events
- Planned summer events, including the Student Academy Awards and the 70MM Film Festival

FILM FESTIVALS

Toronto International Film Festival

Freelancer, Touchwood PR

September 2016
Toronto, Canada

- Worked press junkets and red carpet premieres for the agency's films
- Assisted with planning, guest check-in, and coverage tracking for industry events
- Managed media requests and assisted with screenings

Cannes International Film Festival

Freelancer, SydneysBuzz

May 2015
Cannes, France

- Interviewed international sales agents for SydneysBuzz, a contributor to Indiewire
- Transcribed interviews, researched and proofread articles, and covered industry panels and events
- Published articles on Indiewire, including a piece on the [TimesTalk featuring Salma Hayek](#)