

# dany vasquez

PUBLICIST

BLOGGER



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[danyvasquez.com](http://danyvasquez.com)

## SKILLS

- English, Spanish (fluent)
- French, Portuguese (conversational proficiency)
- Expert knowledge in PR tools including Cision, Muckrack, 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

### ID-PR

*Talent Publicist*

April 2017 - Present  
New York, New York

- Work with film, TV, and Broadway talent clients on their personal publicity
- Manage client schedules and cover talent at press appearances, including red carpets, shoots, awards shows, etc.
- Work with team to coordinate client press strategy and pitch accordingly, including awards season pitching
- Communicate regularly with clients through email, phone, or in-person regarding schedules, upcoming press or appearances, or overall strategy

### Allen & Gerritsen

*Associate, Public Relations*

August 2015 - April 2017  
Boston, Massachusetts

- Managed clients such as Blue Cross Blue Shield of Massachusetts, Allegheny College, Toy State, & others
- Built media lists, pitched stories, tracked coverage, developed strategy plans, researched and wrote 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

*Online Film Publicity*

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 Intern*

June 2012 - August 2012  
Los Angeles, California

### Academy of Motion Picture Arts & Sciences

*Communications Intern*

June 2012 - August 2012  
Los Angeles, California

## 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](#)