

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, 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 Publicity

April 2017 - February 2019

New York, New York

- Worked with film, TV, and Broadway talent clients on their personal publicity
- Managed client schedules and cover talent at press appearances, including red carpets, shoots, awards shows, etc.
- Worked with team to coordinate client press strategy and pitch accordingly, including awards season pitching
- Communicated 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](#)