

DANY VASQUEZ

New York, NY | 954-303-0111 | dvasquez21@fordham.edu | [linkedin.com/in/danyvasquez/](https://www.linkedin.com/in/danyvasquez/)

EDUCATION

FORDHAM UNIVERSITY, GABELLI SCHOOL OF BUSINESS

New York, NY

MBA, Marketing, Communications and Media Management

Expected May 2021

- Relevant Coursework: Customer Driven Marketing, Marketing Research Methods, Marketing Analytics
- Honors and Awards: Dean's Scholarship Recipient, Emily L. and Robert E. Smith Scholarship Recipient
- Media and Entertainment Alliance (Junior Board), Black & Hispanic MBA Association (Co-Communications and Social Media Chair), Marketing Society, Women in Business

BOSTON UNIVERSITY

Boston, MA

BS in Communication, Specialization in Public Relations, GPA 3.53

2011-2014

- Relevant Coursework: Principles and Practices of PR, Writing for Communications, Corporate Communications, Mass Communication Research, Media Effects, Design and New Media, Media Relations
- Honors and Awards: Magna Cum Laude, Blue Chip Award for Outstanding Seniors
- Executive Board Member of Programming Council, Co-Chair for Public Relations Student Society of America, Student Admissions Ambassador, College of Communication Ambassador

EXPERIENCE

ID-PR

New York, NY

Fully integrated agency representing clients across talent, content, music, brands, technology, and production companies

2017-2019

Talent Publicity Assistant

- Implemented press strategy for film, television, and Broadway talent clients with focus on their personal publicity and image management, including securing Tony nominations for four clients across two years
- Spearheaded client schedules and covered talent at press appearances, including red carpets, photo shoots, award shows, film festivals, and other press events or opportunities secured by team
- Collaborated with team on strategic initiatives and conducted media outreach accordingly, including awards campaigning
- Directed up to 20 clients at a time, interacting regularly with them and their wider management team regarding schedules, upcoming press or appearances, and overall strategy
- Trained interns and onboarded new assistants on specific tasks and duties and industry best practices

ALLEN & GERRITSEN

Boston, MA

Integrated creative advertising agency focusing on strategy, media, and data analytics

2015-2017

Public Relations Associate

- Planned Allegheny College's 2016 Prize for Civility in Public Life in Washington, DC honoring Vice President Joe Biden and Senator John McCain, doubling press impressions from previous years
- Managed press strategy and led research efforts for clients such as Hershey's, Allegheny College, Meetup, and Toy State
- Built media lists, pitched stories, tracked coverage, developed strategy plans, and researched and wrote editorials

FLEISHMAN HILLARD

San Diego, CA

Global PR and digital marketing agency focused on crisis communications, brand marketing, and social media

2014-2015

Diversity Fellow

- Liaised with and participated in client teams such as Make-A-Wish San Diego, AT&T U-Verse, Bumble Bee Foods, Samsung
- Utilized Cision, Sysomos, and Sprout Social to track media relations and social content
- Led Hispanic outreach efforts for clients, including targeting press and writing content in Spanish for press distribution

ADDITIONAL

- Languages: English and Spanish (fluent), French and Portuguese (basic)
- Certifications: 4A's IPA Foundation Certificate (2017), Wedding Planner – New York Institute of Art & Design (2019), HubSpot Academy Inbound Marketing Certification (2020), Google Analytics for Beginners (2020)
- Entertainment Experience: 20th Century Fox (Publicity Intern, 2012), The Academy of Motion Picture Arts & Sciences (Communications Intern, 2012), Premier PR London (Film Publicity Intern, 2013), eckfactor Australia (PR Intern, 2013)
- Film Festival Experience: London Sundance (Intern, 2013), San Diego Film Festival (Volunteer, 2014), Cannes International Film Festival (Freelancer, 2015), Toronto International Film Festival (Freelancer, 2016)
- Volunteer: Big Sisters of Boston (2017), America Scores Soccer Coach (2019)
- Interests: Soccer, movies, traveling, reading