

DANY VASQUEZ

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EDUCATION

FORDHAM UNIVERSITY, GABELLI SCHOOL OF BUSINESS

MBA, Marketing & Entrepreneurship, GPA 3.87

- Dean's Scholarship Recipient, Emily L. & Robert E. Smith Scholarship Recipient.
- Media and Entertainment Alliance (Junior Board), Black & Hispanic MBA Association (Communications Chair), Marketing Society, Women in Business.

New York, NY

Expected May 2021

BOSTON UNIVERSITY, COLLEGE OF COMMUNICATION

BS in Communication, Specialization in Public Relations, GPA 3.53

- Magna Cum Laude, Blue Chip Award for Outstanding Seniors.

Boston, MA

2011-2014

SKILLS

- *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).

EXPERIENCE

YOUR NIGHTCAP

Digital Marketing Manager

- Built social media presence from scratch and devised growth strategy for social channels, increasing engagement on Instagram by 65% and on Facebook and Twitter by 98% in the first two months.
- Create daily assets for promotional use for social and email campaigns using Canva.
- Monitor and post on social channels daily, interact with and respond to followers.
- Lead social media giveaway campaigns and develop brand and influencer partnerships.

Miami, FL

June 2020–Present

ID-PR

Talent Publicity

- Managed roster of up to 20 clients at a time, liaising regularly with them and their wider management teams regarding schedules, upcoming press or appearances, and overall strategy.
- Implemented press strategy for film, television, and Broadway talent clients with a focus on personal publicity, image management, and award nominations.
- Spearheaded client schedules, organized events, and covered talent at press appearances, including red carpets, photo shoots, award shows, and film festivals.
- Collaborated with team on strategic initiatives and conducted media outreach accordingly, securing Tony nominations for four clients across two years.
- Trained and onboarded interns and assistants on tasks, duties, and industry best practices.
- Tracked upcoming talent and participated in new business meetings.

New York, NY

April 2017–Feb 2019

ALLEN & GERRITSEN

Public Relations Associate

- Planned Allegheny College's 2016 Prize for Civility in Public Life in Washington, DC honoring then-Vice President Joe Biden and Senator John McCain, doubling press impressions from previous years.
- Managed press strategy and guided research efforts for up to 10 clients at a time, including Hershey's, Allegheny College, Meetup, and Toy State.
- Built media lists, pitched stories, tracked coverage, created strategy plans, and wrote editorials.

Boston, MA

Aug 2015–April 2017

ADDITIONAL

- *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 Experience:* Big Sisters of Boston (2017), America Scores Soccer Coach (2019).