

DANY VASQUEZ

New York, NY • dvasquez073@gmail.com • cell: 954-303-0111 • [linkedin.com/in/danyvasquez](https://www.linkedin.com/in/danyvasquez)

EDUCATION

FORDHAM UNIVERSITY, GABELLI SCHOOL OF BUSINESS

MBA, Marketing & Entrepreneurship, GPA 3.9

• Leadership and Membership: Media and Entertainment Alliance (Junior Board), Black & Latinx MBA Association (Communications Chair), Marketing Society, Women in Business.

New York, NY

2019-2021

BOSTON UNIVERSITY, COLLEGE OF COMMUNICATION

BS in Communication, Specialization in Public Relations, GPA 3.53

Boston, MA

2011-2014

EXPERIENCE

YOUR NIGHTCAP

Tech Startup - 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.
- Managed daily social and email **content creation**, creating promotional assets using Canva.
- Led creative and strategic **community management** across Facebook, Twitter, and Instagram.
- Developed **brand and influencer partnerships** for social giveaway campaigns, driving follower growth.

Miami, FL

June 2020-May 2021

ID-PR

Entertainment PR Agency - 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, storytelling narratives, and award campaigns.
- Spearheaded client schedules, organized events, and **covered talent** at press appearances, including interviews, junkets, red carpets, photo shoots, award shows, and film festivals.
- Collaborated with team on **strategic initiatives** and conducted **media outreach** accordingly, driving positive coverage and 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

Advertising & PR Agency - 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.
- Crafted ongoing press strategy and guided research efforts for up to 10 clients at a time, including Hershey's, Allegheny College, Meetup, and Toy State.
- Supported **media relations efforts** across clients, including drafting communications materials such as pitches, press releases, and media lists, and monitoring and tracking coverage.

Boston, MA

Aug 2015-April 2017

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), Advanced Google Analytics (2021).

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), Boston University College of Communication DEI Alumni Council (2021-Present).