

DANY VASQUEZ

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EDUCATION

FORDHAM UNIVERSITY, GABELLI SCHOOL OF BUSINESS

MBA, Marketing & Entrepreneurship, GPA 3.9

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

CLARITY GLOBAL (Integrated Comms Agency) - Account Manager, Media & Marketing

New York, NY

July 2022 - Present

- Oversee effective execution of **strategic communications programs**, ensuring alignment with client objectives and KPIs through consistent relationship building and client management
- Lead agency efforts in the entertainment sector, maintaining **high client satisfaction rates** of over 90%.
- Spearhead regional marketing efforts and **integrated marketing approaches**, developing long-term strategies for company and client growth, using digital insights tools such as Canvas8 and SparkToro.
- Participate in pitch proposals, signing **three new clients** within a year and leading onboarding processes.

MARKETING & EVENTS CONSULTANT (Self-Employed)

New York, NY

May 2021 - July 2022

- Founded tqm events, a small business providing **social media concierge services** for weddings and events, managing content creation on social media and utilizing digital marketing tools for new business outreach.
- Provide recommendations on **project direction and marketing strategy** for AirLabs, an air filtration company.
- Managed all aspects of **event production** for several wedding events, including venue selection, contract negotiation, vendor management, vision realization, and day-of coordination.
- **Copyeditor and writer** for client materials, including bios, website descriptions, and press reports.

YOUR NIGHTCAP (Tech Startup - Contract) - Social Marketing Manager

Remote

June 2020-May 2021

- 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 strategic **community management** and **brand and influencer partnerships** to drive follower growth.

ID-PR (Entertainment PR Agency) - Talent Publicist

New York, NY

April 2017-Feb 2019

- Managed roster of up to 20 clients at a time, liaising regularly with them and the wider management teams.
- 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.

ALLEN & GERRITSEN (Advertising & PR Agency) - Public Relations Associate

Boston, MA

Aug 2015-April 2017

- 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.
- Supported **media relations efforts** across clients, including drafting communications materials such as pitches, press releases, and media lists, and monitoring and tracking coverage.

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), Boston Marathon Charity Runner Participant (2022).