

Danielle Roberts

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Summary

Detail-oriented writer with a BA in Communication, focusing in Journalism and Public Relations. Have three years of experience in writing and editing for digital publications. Passionate team player bringing a thoughtful and creative perspective to marketing and media.

Related Experience

COMMUNITY MANAGEMENT INTERN

Her Campus Media / Boston, MA / 2017 - 2018

- Grew Her Campus' presence at 380+ colleges worldwide; conducted research and analyzed data
- Spearheaded student organization database project; allocated work to other interns

CAMPUS CORRESPONDENT / EDITOR-IN-CHIEF

Her Campus at Lasell College / Newton, MA / 2016 - 2018

- Managed staff of 20 writers to produce weekly content; organized editorial calendar and pitched ideas
- Contributed 50 pieces and copyedited 500+ articles

CIRCULATION ASSISTANT

Brennan Library / Newton, MA / 2016 - 2018

- Catalogued new materials and prepared for circulation; supervised processing team
- Proficient in Sierra ILS and Dewey Decimal System

Additional Experience

SERVER

99 Restaurant and Pub / Concord, NH / 2018 - Present

- Help patrons select food and beverages to have a pleasant experience; customer-focused and multitasking

GROUP LEADER / INTERIM SITE DIRECTOR

Concord Family YMCA / Concord, NH / 2018 – 2019

- Construct a well-balanced, engaging and positive after-school program for children; plan educational and entertaining activities

MERCHANDISE ASSISTANT

Bank of NH Pavilion / Gifford, NH / 2017 - 2018

- Marketed concert merchandise to fans and potential patrons; displayed clothing and trinkets attractively
- Broke previous record; sold \$20,000 of merch in one night

Education

LASELL COLLEGE

Newton, MA / 2014 – 2018

- B.A. Communication
- Concentrations: Journalism and Media Writing, Public Relations
- Minor: Law and Business
- Graduated Summa Cum Laude
- Dean's List every semester

Key Skills

- Copyediting and Copywriting
- AP Style
- Google Suite
- Social Media
- Windows and Mac Systems
- Wordpress
- Search Engine Optimization
- WPM: 70
- Strong Work Ethic
- Content Production
- Working knowledge in Adobe
- Fluent in Spanish

Analytical Achievements

- 2082% monthly average of views on Her Campus Lasell
- Sent 300+ expansion emails to potential Her Campus leaders
- Point of contact for 84 chapters in Sister Chapter Program
- Edited 20 'Launch Lineups'
- Compiled list of 550 colleges with up to 78 organizations