

danielle faletra

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EDUCATION

Rochester Institute of Technology, Rochester, New York
School of Photographic Arts & Sciences, BFA May 2009
Major: Professional Photography Illustration; Advertising
Minor: Marketing
Concentration: Writing Studies

Rhode Island School Of Design, Providence, Rhode Island
School of Continuing Education, Spring 2010
Courses: Adobe InDesign and Dreamweaver

Boston Globe Scholastic Art Awards 2004, Photography Award

SKILLS

- Experience with both Apple OS X and Microsoft Windows.
- Skilled in Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Dreamweaver, Microsoft Office, Capture One, Leaf Capture, Flexcolor, Light Room and Bridge.
- Skilled in Salesforce, Exact Target and Jigsaw

WORK/RELATED EXPERIENCE

Overseas Volunteer/Global Volunteer Network (GVN), Tuy Hoa City, Vietnam, 2009

Volunteer in Tuy Hoa City, Vietnam for 2 months. Taught underprivileged children and adults English. Worked alongside disabled orphans, providing physiotherapy, hygienic care, clothing, food, toys and attention. Cleaned and organized schools, daycares as well as locals homes. Contributed financial assistance for underprivileged children.

Marketing Coordinator/Everything Channel division of UBM, Events Marketing Department, Framingham Massachusetts 2009-Current

Working closely with Everything Channel's event team, completing tasks involving marketing, operational and recruitment initiatives. Live and virtual event experience, including the roll out of Everything Channel's COMDEXvirtual 2010. Helping to drive sponsorship sales margins through marketing initiatives in team oriented environments as well as performing individual tasks on and off site. Manage and contribute to Everything Channel's social media plan involving Twitter, LinkedIn, Facebook and Youtube. Recruitment responsibilities involved Salesforce and Jigsaw, profiling significant people through LinkedIn, the web and other resources to create an updated database related to technologies and partnerships. Operational initiatives involve onsite responsibilities as well as supporting and driving the Channel@Work program, the charity component of our live events.

Feature Editor/Creative Contributor, Positive + Negative Student Created Magazine 2009

A Staff member as well as an artist for a school related, fully produced design magazine. Graphic Design and Photography majors collaborated ideas, produced and distributed a full 100 page color bound magazine.

PUBLICATIONS/PRESS RELEASES

- ***United Way Press Release November 2010:*** (Photography)
- ***CRN Magazine:*** September 2010, November 2010, December 2010, January 2011 (Photography)
- ***Custom Systems Supplement Publication:*** November 2010 (Graphic Design)
- ***Everything Channel Show Daily Event Magazine:*** XChange Solution Provider 2010, XChange Americas 2010, Women of the Channel 2010 (Photography)

PERSONAL

A "People Person" would be a perfect way to describe me if you excluded energetic and enthusiastic from your vocabulary. I believe in having a positive outlook on life, contributing to social media, green tea and documenting my experiences with Polaroid instant film. I love to travel and recently volunteered in Vietnam, working with orphans and disabled children for 2 months and am eager to explore the world of marketing, events and advertising. References upon request, if you would like to contact me, please try me by email or phone.