

# DANAE DESHAZER

## PROFESSIONAL EXPERIENCE

### **NetWeave Social Networking. March 2014 – present, Sarasota, Florida** *Community Manager*

- Managing the social platforms (Facebook, Twitter, LinkedIn, Google+, Pinterest & Instagram) of various business clients with a variety of industries including Attractions, Hospitality, Fitness/Health, and Culinary.
- Management includes daily content creation, monitoring, responding to fans and removing spam.
- Web design and maintenance using Weebly platform, including weekly blog posts.
- Use platform analytics and other measurement tools to provide reports on metrics, and continually find ways to improve on those metrics through testing and new initiatives

### **Arts and Cultural Alliance. March 2013 – May 2014, Sarasota, Florida** *Communications Manager*

- Developed and implemented the Alliance's communication programming.
- Developed and maintained Donor Relations and Membership programming.
- Engaged members, businesses, tourists, and the community-at-large with creative online content via Website, Social Media, Email Marketing, etc.
- Wrote and designed weekly ARTbeat E-Newsletter, distributed to 3,500 people.
- Generated press releases, blogs, and articles for local media distribution.
- Coordinated multiple special event programming and art exhibits.
- Facilitated grant programs and special projects.
- Designed all print and electronic collateral, including newsletters, brochures, and website.
- Created community-wide arts initiatives, include Sarasota Keys Piano Project, Arts Leadership Institute, and Sarasota Culture Collective for Young Professionals

### **The Observer Group. July 2012 – March 2013, Sarasota, Florida** *Digital Fulfillment Specialist*

- Worked with local businesses to create unique marketing campaigns for print, digital, video and social.
- Researched, created, wrote and maintained advertisers' blogs, social media, and email marketing.
- Managed metric reports, including traffic statistics, reports and blog feedback.
- Developed strategies, plans and campaigns for The Observer Group's digital presence.
- Designed print, web, and social advertising using InDesign and Photoshop.
- Created Deals platform (like Groupon) for local businesses with integrated marketing campaigns.
- Developed contests for advertisers.
- Served as video spokesperson for Advertising Campaigns and Daily Headlines.

### **Florida Studio Theatre. September 2009 – June 2012, Sarasota, Florida** *Public Relations Director*

- Developed and implemented long-range press and marketing strategy.
- Coordinated and managed the implementation of all online marketing and audience engagement tools, including social media, website, and e-marketing campaigns.
- Ensured high-visibility media coverage for the company and its work, including pitching story ideas and working exclusively with community representatives, critics, arts writers, and travel writers.
- Directed all editorial and design for newsletters, playbills, and forum materials.
- Served as Photo Director for all marketing photo shoots, including concept, direction, and coordination of photographers. (Also served as in-house photographer for small-scale shoots)
- Wrote copy for all company productions and projects, including but not limited to: press releases, promotional blurbs, newsletter articles, ad copy, social media updates, blogs.
- Tracked and evaluated marketing campaigns, including but not limited to, creating lists, managing campaigns for high-effectiveness with the Box Office, monitoring effective campaigns based on response, running reports on daily ticket sales and evaluating success.
- Designed playbills, marketing materials, brochures, postcards, newsletters, flyers, special event invitations, etc. for shows and events.
- Attended and coordinated special events, opening nights, and press events on nights and weekends.

## CONTACT

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## EDUCATION

University of Kansas

William Allen White School of  
Journalism and Mass  
Communications

Bachelor of Science in Journalism,  
news and information emphasis  
with an English minor, Psychology  
concentration and Theater  
concentration

Gerald Funk Feature Writing  
Award recipient for outstanding  
magazine writing

## SKILLS

Adobe InDesign  
Adobe Photoshop  
Adobe Elements  
Adobe DreamWeaver  
Constant Contact  
Tessitura  
TMS  
AP Style  
Copy-editing  
Copy-writing  
Social Media  
Microsoft Office  
Blogging  
Basic html  
Photography  
Photo Editing  
Wordpress  
Weebly

## LEADERSHIP

Florida Public Relations Association,  
Central West Coast Chapter  
VP of Media Relations, '11-'12  
Director of Emerging Comm., '10-'11

Visit Sarasota County  
Public Relations Advisory Committee  
2011-2012  
Marketing Advisory Committee  
2013-2014  
#MySarasota Brand Ambassador  
2014