

## CONTACT

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## EDUCATION

### UNIVERSITY OF MISSISSIPPI

Meek School of Journalism  
and New Media  
*Bachelor of Arts in Journalism*  
Broadcast Journalism Emphasis  
Public Relations Specialization  
Italian Minor  
Graduated May 2017

### ACCADEMIA ITALIANA SALERNO

General Italian Course  
May 2016 - June 2016

## LANGUAGES

English: Native  
Italian: Intermediate (B2)

## SKILLS

Branding & Identity  
Graphic & Web Design  
Content Creation  
Relationship Development  
Content Marketing  
Strategic Planning  
Campaign Development  
Social Media Marketing  
Email Marketing  
UX Design  
Copy Writing  
Project Management  
Content Management Systems  
Microsoft Office Suite  
Adobe Photoshop  
Adobe Illustrator  
Adobe Lightroom  
Adobe Premiere Pro  
Adobe After Effects  
Adobe Audition  
Adobe InDesign  
Adobe Premiere  
WordPress.org  
Google Analytics  
HTML5 & CSS3 Coding  
Video Production & Editing

# Danielle Randall

I am a poised young professional who has a fierce focus on pursuing a career in luxury brand marketing. My network has told me that I have a natural ability to connect and understand others points of views. This ability allows me to recognize unique opportunities associated with luxury brand marketing including but not limited to how consumers view a particular product and lifestyle.

## EXPERIENCE

### **Brand Marketing Assistant // Accademia Italiana Salerno // Salerno, Italia**

*July 2017 - Current*

Assist the marketing department in planning, strategizing, and executing global campaigns and brand content creation projects, ensuring all content are delivered on-brand. Collate creative feedback from cross-functional partners and other departments (leisure and accommodation) for the benefit of future campaigns.

- Create key brand messages for the school's international campaign content creation strategy (print, digital, social)
- Ensure all content ties back to brand campaigns and clearly communicates the values and visual language of the Accademia Italiana brand.
- Make certain key investments and brand messages are supported with the right content mix
- Develop regionally tailored solutions when necessary (specifically for the United States of America)

### **Creator and Writer // Glam R Me // St. Louis, Missouri, USA**

*November 2014 - Current*

Launched and maintain a fashion, lifestyle and travel blog that encourages its readers to discover a sense of glamour and allure in the items they use to express themselves and in the terms they live their life by. Responsible for strengthening company's online and social presence and engaging customers.

- Develop relevant and special themed content to attract readers, writing about topics such as fashion trends, beauty, home decor, travel, and lifestyle
- Create and manage content for various social media campaigns and marketing initiatives promoted across all touch points (website, social, digital, and email) to promote company's reputation
- Continuously increase website traffic by implementing HTML/CSS codes to enhance website design and updates that focus on improving usability and search engine optimization
- Conduct analysis on blog's effectiveness using Google Analytics and ROI reports

### **Account Executive // Ole Miss Student Media Center // Oxford, Mississippi, USA**

*August 2015 - May 2017*

Served as a sales associate on behalf of University of Mississippi on campus newspaper, The Daily Mississippian.

- Built strong rapport and relationships with potential clients including: boutiques, non-profits and dining services
- Consulted with clients to determine business goals and objectives
- Personally achieved over \$75,000 in net sales

### **Freelance Writer and Blogger // Invitation Magazine // Oxford, Mississippi, USA**

*January 2016 - May 2016*

Invitation Magazine is a print and digital magazine which covers lifestyle related events and happenings in Oxford, Mississippi.

- Worked closely with the Creative Director to brainstorm new initiatives in order to increase brand awareness
- Wrote an array of articles topics included: entertainment, hospitality and fashion related trends etc.
- Daily tasks included: conducting interviews, editing content, photography etc.

## INTERNSHIPS

### **PR Intern // The University of Mississippi Communications // Oxford, Mississippi, USA**

*September 2015 - December 2015*

### **Brand Marketing Intern // Lifework Systems // St. Louis, Missouri, USA**

*May 2015 - August 2015*