

# Danielle McCarthy

(703) 501-5662

533 W 49th St. New York, NY 10019

daniellemccarthy54@gmail.com

## EDUCATION

### **Master of Science in Business Management**

August 2014 - June 2015

George Mason University, Arlington, Virginia

### **Bachelor of Arts in Global Affairs, Minor in Criminology, Law and Society**

August 2010 - December 2013

George Mason University, Fairfax, Virginia

## PROFESSIONAL EXPERIENCE

### **General Manager**

May 2016 - February 2018

Sally (FHV Rentals), Long Island City, NY

- Oversee the entire lifecycle of vehicles from acquisition to disposition to ensure vehicles are generating daily revenue
- Maintain and manage a pipeline of prospective customers resulting in full utilization of our fleet
- Hire, train, and manage fast growing Sally operations team while establishing efficient daily operations

### **Marketing Coordinator**

October 2015- January 2016

car2go, Washington, D.C.

- Created and fostered strategic business partnerships with residents, local business owners, property developers, and local government resulting in cross promotional campaigns, member appreciation events, and the introduction of a new car sharing concept to the Arlington community
- Helped develop and execute DC marketing plan focusing on member retention, utilization, and brand awareness
- Hired, trained, and managed experiential marketing team of 4 people and provided team support during member facing events
- Managed digital e-mail campaigns and created content for local Twitter handles and Facebook
- Analyzed membership and ridership data in Excel and SharePoint to effectively target new members, maintain retention, and discover new markets in DC

### **Regional Manager Internship**

February 2015- May 2015

Flatbook, Washington, D.C.

- Employed marketing and sales tactics through various channels, with a focus on word of mouth and digital marketing resulting in applicants to the Flatbook program
- Developed Flatbook operations in Washington DC
- Built relationships with students, professionals, publications and clubs throughout the region in order to accelerate Flatbook growth
- Managed team of Brand Ambassadors

### **Administrative Coordinator**

January 2014- December 2014

LRI Services, Inc. (HVAC Service) Lorton, Virginia

- Worked with customers on a daily basis scheduling appointments and resolving conflicts resulting in repeat customers and excellent reviews
- Maintained bookkeeping on QuickBooks, including controlling accounts receivables and accounts payables
- Performed filing, data management, and drafting and editing of office documents
- Developed marketing strategy which included website maintenance, digital, which produced new customers and phone inquiries