

Danielle Stemper

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EDUCATION

Rochester Institute of Technology

B.S. in Political Science; Secondary Major in Advertising & Public Relations

Rochester, NY

Graduated in 2017

EXPERIENCE

DOS AMIGOS 2 LLC

Brand Strategy Consultant

East Troy, WI

September 2022 - February 2024

- Orchestrated a marketing and operations strategy for Dos Amigos 2, a family-owned restaurant netting \$550,000+ in annual revenue; increased sales by 26% over one year by implementing innovative menu engineering practices informed by rigorous sales data analyses
- Strengthened brand identity by enhancing the restaurant's digital presence; increased accounts reached by 9.8% and new follower count by 3.9% quarter over quarter
- Implemented a digital POS system to streamline order fulfillment and boost average table turnover rate, which contributed to a 27% increase in overall customer volume
- Upgraded front-house staff training program; increased sales by 11% through improved upselling techniques

PROSEK PARTNERS

Account Supervisor

New York, NY

2022 - 2022

- Managed 10+ direct reports covering media strategy and communications for 5+ client accounts within the artificial intelligence, blockchain, banking, and insurance sectors; mentored junior team members to increase client engagement and cross-team collaboration
- Generated 40+ media opportunities, including a quarterly appearance for one of the firm's largest clients on Nasdaq TradeTalks, a global financial markets show
- Elevated client media exposure through established relationships with journalists at prominent national outlets including The Wall Street Journal, Reuters, and Bloomberg

RESOUND MARKETING

Senior Account Executive

New York, NY

2018 - 2022

- Fostered client relationships and strategic communications assets for 15+ accounts maintaining a 90% client retention rate and totaling \$750,000+ in annual revenue, more than half of the firm's other existing account retainers
- Secured 60+ media opportunities with top-tier outlets and industry trades including Bloomberg, Fast Company, Business Insider, and Forbes through creative story-telling and thoughtful relationship-building
- Assigned appropriate pitching, writing, and research tasks to up to 5 junior colleagues at a time
- Promoted from Account Coordinator to Account Executive in Jan 2019; promoted from Account Executive to Senior Account Executive in Nov 2020

GOLDIN SOLUTIONS

Media Strategist Coordinator

New York, NY

2017 - 2018

- Produced a daily email distribution to increase executive and client awareness of significant industry news and client media coverage
- Crafted press releases, developed media lists, and created other client materials including reports, meeting agendas, and meeting notes for teams across 8+ accounts
- Increased cross-team media opportunities by maintaining an industry event, conference, and award research tracker system