

DANIELA ORTIZ-MACHADO

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EDUCATION

Pratt Institute, New York, NY

Master of Science in Library and Information Sciences, Expected May 2026

GPA: 3.8

Relevant Coursework: Community Building and Engagement, Collection Development, Knowledge Organization, Reference and Instruction, Information Technology

New York University, New York, NY

Bachelor of Arts in Journalism and Social and Cultural Analysis, May 2023

GPA: 3.57

Relevant Coursework: Latinx Art and Visual Culture, Arts and the Politics of Resistance, Indigenous and Latinx Speculative Film and Fiction, Coding for Journalists

Honors: Dean's List Spring 2022

EXPERIENCE

Claudia Machado Rio, Remote

February 2025-Present

Social Media Manager

- Create social content for Instagram and Tiktok for target audience of fitness enthusiasts and Latinx women
- Complete research to further understand target audience and goals that align with Latina-owned brand
- Communicate with target audience on social platforms to help grow total followings
- Develop new and creative strategies to increase engagement and brand awareness for potential brand partnerships that align with brand ethos
- Work closely with client to represent the voice of the community and overall mission to generate new post ideas and amplify posts on social media

Bryant Park Grill, New York, NY

June 2021-Present

Server/Hostess/Reservationist

- Promoted from hostess to server within first year of employment
- Assisted customers in order selection and ensured prompt, quick, and accurate service in a high-pace environment
- Scheduled client reservations and responded to guest inquiries and requests in a timely, friendly, and efficient manner
- Ensured that private events were in accordance with clients' requests
- Maintained highest possible standards of presentation while handling any customer questions or requests in a polite and professional manner

Keke Magazine, Remote

November 2019- April 2021

Contributing Writer

- Developed compelling content, blog posts, web copy, and articles for a women-founded and women-led magazine dedicated to a diverse and honest reflection of women and gender expansive people
- Conducted research on a wide range of topics related to current events as they related to women's experiences

VOLUNTEER EXPERIENCE

Interference Archive, Brooklyn, NY

February 2023- Present

Collections Working Group Member

- Meet once a month to process new donations and organize existing materials within the physical archive, considering donation policies as they relate to storage and existing materials
- Participate in hands-on community workshops as a means to explore the archive

ASSOCIATIONS

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| ● Art Libraries Association of North America | 2025-Present |
| ● Pratt American Library Association | 2024-Present |
| ● Pratt Society of American Archivists | 2024-Present |

SKILLS

- Writing and editing
- Fluent in Python
- Fluent in Spanish and Portuguese
- Efficient time management
- Communication skills