

Danielle Sclafani

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EDUCATION

Master of Environmental Science and Management, 3.96 GPA (Expected June 2022)

Bren School of Environmental Science & Management – University of California, Santa Barbara (UCSB)

Specialization: Energy and Climate

Highlighted Courses: Advanced Data Analysis, Life Cycle Assessment, Economics of Environmental Management, Environmental Law and Policy, Environmental Biogeochemistry, Climate Change Impacts and Adaptation, Intro to Entrepreneurship and New Venture Creation (All completed by June 2021)

Bachelor of Arts in International Relations, 3.57 GPA (May 2019)

Bucknell University, Lewisburg, Pennsylvania

Capstone: Human Trafficking within International Adoptions

Notable Coursework: Politics and Economics in Post-Apartheid South Africa, International Economics, European Economics, Comparative Foreign Policy, Theories of International Relations

ANALYSIS AND COMMUNICATION EXPERIENCE

Assistant Brand Strategist – Horizon-Next, New York City, NY (9/19-9/20)

- Managed quarterly ~\$17 million-dollar budgets across VOD/OTT, General, and Direct Response television markets through daily Extreme Reach reports and BVS monitoring
- Organized Excel billing documents to streamline processes and automate capture of input errors
- Cooperated with vendors to adjust frequency levels to ensure daily and weekly budget targets were met
- Modeled weekly data through a burst VRSM system to find sales and visit attribution for individual advertisements, specific advertising environments, and dayparts
- Presented findings and recommended optimizations to client in weekly reporting calls to demonstrate effectiveness of advertising strategy in driving brand awareness and sales
- Utilized Nielsen's suite of tools to build media plans for optimal reach and frequency levels, and analyze competitors' activities across television, OTT/VOD partners, social media, and other online vehicles

Public Relations Intern – Kent Place Communications, Summit, NJ (1/19-8/19)

- Created press releases for existing clients to announce upcoming events or new product launches
- Produced new client pitch to show high-profile hedge fund client how an effective public relations strategy would strategically shape a credible reputation and attract investors
- Monitored client competitors' media presence through google alerts and across major publications such as the New York Post and New York Times to ensure our clients were remaining relevant in their industry
- Wrote commencement speech for CEO of Hobsons Inc. that was presented to over 500 teachers and educators from around the United States

ADDITIONAL EXPERIENCE

Bookkeeper and Administrative Assistant – Blue Tomorrow LLC, Santa Barbara, CA (12/20-Present)

- Manage monthly financial records, build project budgets and oversee employee hour allocations
- Build effective communication outreach plans for Tribal Communities who have partnered with Blue Tomorrow to create air quality monitoring networks

SKILLS & CERTIFICATIONS

Computer: Nielsen Suite, Microsoft Office (Word, Excel, PowerPoint), Microsoft Outlook, R Programming, R Studio, GitHub, GaBi, Google Suite, SimpleTreat, Zoom, QuickBooks, Limited experience with Python and SQL
Language: Spanish (Intermediate Speaking & Writing), Czech (Beginner Speaker)

International Travel: South Africa, Czech Republic