

DANIELLE RUELAS JONES

LIFELONG LEARNER | INFJ



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**STEPPING STONES
CONSULTING**



BRANDING

Reasonable Management | Reason To Excel | November - December 2021

- Creating business names and tag lines
- Creating online profiles and social media management
- Maintaining website content

V E N T | October 2021- Present

- Creating business names and tag lines
- Creating online profiles and social media management
- Maintaining website content

CONSULTING | CUSTOMER SERVICE

Bare Skin + Beauty | July 2021 - December 2021

- Online reputation management
- Client communication/ Community Management
- Research assistance
- Writing: Employee handbooks and policies / contracts
- Finance management and organization
- Advertisement and marketing
- Assisted with creating ad content and promotions
- Advised on ways to increase revenue and clients
- Assisted with website and booking efficiency

A&G Domestic Staffing | July - January 2021

- Website proof reading and editing

TEACHING | MENTORSHIP

Madison Park Development Corporation | July - August 2021

- Created curriculum for and facilitated a NailCare and Entrepreneurship class for the Career Path Xchange Program.

SOCIAL MEDIA | MANAGEMENT | CONTENT | MARKETING

PopUp Mani by Dani | PopUp Mani For a Cause | 2011 to Present

- Initiated contact and contracted major business firms in the Boston and surrounding areas to provide on site weekly mobile services for their employees
- Implemented a not-for-profit fundraising effort to bring wellness through nail care and grooming to individuals affected by homelessness and domestic violence.
- Recruited and trained volunteers for all PopUp Mani for a Cause event
- Volunteered services at several shelters from Boston to Miami
- Managed multiple social media accounts and websites
- Maintained and overall online presence that consistently yielded new corporate, private, and celebrity clients from 2017-present,
- Created social media flyers, marketing, advertisements and content
- Event management.
- Administrative tasks, calls, and email management

WRITING

Life Support For Women | 2007 to 2011

- Created weekly newsletter and served as contributing writer and editor
- Implemented and facilitated weekly women's group meetings.
- Facilitated a support group in Cambridge that focused on mental health resources, domestic violence awareness and support for single mothers.