

DANI W.

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STEPPING STONES
CONSULTING



VENT
venthere.org



COMMUNICATIONS | SOCIAL MEDIA

Massachusetts Women Of Color Network| 2022 to Present

- Facilitate meeting logistics /take meeting notes
- Create flyers for events and program resources
- Co-create monthly newsletter
- Maintain social media accounts/content creation
- Co-develop new programming and resource evaluations
- Maintain communications with network members via email and/or phone

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

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

VENT | October 2021- Present

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

A&G Domestic Staffing | January 2021

- Website proof reading and editing

TEACHING | MENTORSHIP

Madison Park Development Corporation | July - August 2021

- Created curriculum 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 Boston and surrounding areas to provide on-site weekly mobile services for their employees
- Implemented a not-for-profit fundraising effort to bring wellness to individuals affected by homelessness and domestic violence through nail care and grooming.
- Recruited and trained volunteers for all PopUp Mani for a Cause events
- Volunteered services at several shelters from Boston to Miami
- Managed multiple social media accounts and websites
- Maintained an 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