

# Danielle C. Marshall

400 W Peachtree Street NW, Unit 2501  
Atlanta, Georgia 30308  
[Portfolio](#)

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## CAREER HIGHLIGHTS

### Project and Event Management

- Managed regional firm events providing both operational and marketing support including project management, logistical planning, onsite staff planning, venue selection and marketing materials
- Creation, promotion and execution of approximately 25 client and prospect-facing educational, business and social events attended by more than 1,800 professionals with a \$130k budget
- Led collaboration with HR and firm leadership to rollout employee appreciation and engagement initiatives for 600 employees
- Managed firms involvement in 30 sponsorships including planning, budget reporting, vendor negotiations and team member execution
- Created and executed five new client appreciation events with 415 attendees in 2016 exceeding attendee goals
- Tracked all activities and results of event engagement and proposed follow-up plans for business development purposes
- Led the debrief process reporting on attendance, participant evaluations, social media, registration trends and operational improvements
- Supervised the implementation and communication plans of corporate apparel store launch firm-wide

### Marketing

- Organized and partnered regularly with firm leadership to lead and ensure alignment of event goals including pre and post planning event calls and strategy meetings
- Initiated direct mail campaign for a new event to garner new attendees and brand recognition in North Texas
- Identified and executed new ways to introduce interactivity and creativity to projects, including launching a mobile app, animated GIFs, landing pages and direct mail pieces for events
- Directed a content re-organization and re-design of external bi-weekly newsletter distributed to 40,000 subscribers, including developing a strategy to utilize the newsletters new features including reporting, surveys and records management
- Managed communication plans for various corporate initiatives and campaigns using Basecamp Project Management Database
- Oversaw promotional item inventory, including procurement, management of a \$47K budget and inventory tracking for nine office locations nationally
- Customized and distributed email communications using Hubspot Marketing Automation platform
- Contributed to social media content and execution for Weaver's Facebook, Twitter and LinkedIn pages for firm events
- Selected, cultivated and managed vendor relationships
- Knowledge of Adobe CS6 (InDesign, Photoshop and Illustrator) and experience with photo and collateral editing

### Communication

- Created content for all event invitations, in addition to pre and post event communications
- Developed internal messaging content for HR for program launches and firm announcements
- Acted as a liaison for firm industry calls
- Developed creative content for the company's global website, in addition to maintaining and revising website business unit pages, corporate officer biographies and general content
- Created email signature policy for firm-wide implementation
- Media relations for nonprofit organization events, promotions and appearances
- Interviewed employees and incentive program members and wrote two feature stories for the in-flight publication, *SPIRIT Magazine*

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## WORK EXPERIENCE

<b>BBDO New York</b> New Business Intern	<b>New York, New York</b> June 2018 – August 2018
<b>WEAVER AND TIDWELL, L.L.P (Weaver)</b> Senior Marketing Specialist (Full-Time) Marketing Specialist (Full-Time)	<b>Fort Worth, Texas</b> July 2016 – Feb 2017 Mar 2014 – July 2016
<b>FORT WORTH INDEPENDENT ISD</b> Substitute Teacher (Part-Time)	<b>Fort Worth, Texas</b> Sept 2013 – Mar 2014
<b>TEXAS CHRISTIAN UNIVERSITY</b> 1 <sup>st</sup> Reader, Office of Admission (Part-Time)	<b>Fort Worth, Texas</b> Oct 2012- Sept 2013
<b>KBR (KELLOGG, BROWN AND ROOT)</b> Communications Specialist (Full-Time)	<b>Houston, Texas</b> Jan 2010 – Sept 2012
<b>HOUSTON WELLNESS ASSOCIATION</b> Communications Coordinator for the 2010 Wellness Symposium (Full-Time)	<b>Houston, Texas</b> Sept 2009- Jan 2010
<b>GCG MARKETING</b> Intern Employee (Full-Time)	<b>Fort Worth, Texas</b> May - Sept 2009
<b>SOUTHWEST AIRLINES</b> Public Relations Intern Employee (Part-Time)	<b>Dallas, Texas</b> Jan - May 2009

## PROFESSIONAL AND COMMUNITY INVOLVEMENT

- Meeting Professionals International, Member, 2015 - Present
- Meeting Professionals International, Committee Member
  - 2015-2016: Education and Events
  - 2016: Communications
- American Marketing Association, 2014-2015; Present
- International Association for Business Communicators, 2012-2013; 2014
- The Ladder Alliance
  - Marketing Committee Chair, 2014 - 2016
  - Board of Directors, 2013-2017
- ACH Child and Family Services Volunteer, 2014 - Present

## EDUCATION

**Master of Science, Communications**, S.I. Newhouse School of Public Communications  
Syracuse University, Syracuse, New York - October 2018

**Bachelor of Science, Advertising/Public Relations**, Schieffer School of Journalism  
Environmental Science, Minor  
Texas Christian University, Fort Worth, Texas - May 2009

