

DANIELLE KELLEY TOLBIRD

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225-921-0612

EDUCATION

Louisiana State University

- Master of Mass Communication
- Concentration: Strategic Communication
- Project: A Fundraising Campaign to Raise \$3 Million for the Old State Capitol Foundation

Louisiana State University

- B.A. in Mass Communication
- Concentration: Public Relations
- Minor: Leadership Development
- 3.86 GPA

EXPERIENCE

Proposal Manager: Oracle

Dec. 2016 – present

- Writes executive summaries and proposals to convince potential clients to purchase multi-hundred-thousand-dollar software products
- Nine-month contract via HireGenics

Freelance Writer: LSU Alumni Magazine

Jan. 2013 – Dec. 2016

- Wrote features for alumni giving opportunities (Student Food Pantry and Black Male Leadership Initiative), and faculty profiles for publication, with a circulation of 25,000

Graduate Assistant: LSU Mass Communication Residential College

Aug. 2015 – Dec. 2016

- Assisted in the LSU Manship School's web development and content creation
- Designed recruitment collateral for prospective undergraduate and graduate students
- Held weekly office hours for freshmen studying mass communication
- Planned community events for freshmen studying mass communication

Communications Intern: LSU College of Engineering

Jan. 2014 – Dec. 2014

- Live-tweeted Gov. Bobby Jindal's press conference announcing \$100 million fundraiser
- Wrote web content, news releases and feature stories

Communications Intern: Visit Baton Rouge

May 2014 – Aug. 2014

- Wrote 24 blogs that were read 10,930 times
- Promoted Baton Rouge tourism with #GoBR campaign
- Assisted with Miss USA hospitality and behind-the-scenes photo and video shoots

LEADERSHIP

Zeta Tau Alpha – Baton Rouge Alumnae Chapter

July 2015 – Dec. 2016

Public Relations Chair (2015 – 2016)

- Managed social media sites and photographed ZTA events

Public Relations Student Society of America

Jan. 2013 – Dec. 2016

Vice President (2015 – 2016)

- Planned bimonthly meetings and arranged guest speakers

HONORS/AWARDS

- Leadership LSU, Spring 2016
- Knight Foundation Grant for Social Media News Challenge, November 2015
- Most Outstanding Panhellenic Website, Spring 2013