

Danielle Emerson

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Founder/Administrator – Indy Lost Pet Alert

March 2012 – January 2016

- ♦ Recognizing the need for a central reporting point for lost and found pets, I created Indy Lost Pet Alert. Through the development of a website, utilization of social media, and partnerships with local shelters and pet rescues, more than 15,000 pets have been reunited with their families.
- ♦ Acted as media representative and spokesperson for multiple TV and editorial stories, including Nightly News with Diane Sawyer, Time.com, MSNBC.com, Fox 59, Indianapolis Star, WTHR, Indy Style, RTV6, and numerous national articles and blogs.
- ♦ Acquire and maintain sponsorships to cover all marketing expenses including website maintenance and promotional material.
- ♦ Awards: Nominated for a RTV6 Jefferson Award for volunteerism and featured on a “Pay It Forward” segment of Fox 59 News. Received 2013 Community Partnership Award from Department of Public Safety.

Director of Events – Entercom Indianapolis

August 2014 – July 2015

- ♦ Recruited to develop a community lifestyle events department within the Indianapolis radio group. Created and executed city-wide Indy Cooking Expo at the Indiana State Fairgrounds and the Indy Soup Fest.
- ♦ Due to corporate legalities and liabilities, we determined that the position was not feasible within the Indianapolis office. Maintaining events partnership through individual event partnerships.

Creator/Owner/Manager - New Year's Eve Masquerade Ball at Union Station

2007 - Present (Annual Event)

- ♦ Recognized the need for a unique event on New Year's Eve that would bring people to downtown Indianapolis. Developed an event plan, sought out and negotiated a contract with venue, and secured sponsors.
- ♦ Manage all aspects of the event including sponsorship acquisition, media promotions, ticket sales, entertainment, and venue communications. Event has grown from 450 people in 2007 to 2,400 people in 2013. Sponsors include: Anheuser-Busch, Z99.5, NUVO, HH Gregg, DoItIndy, Breed Love Dobbs, and Wagner Reese Attorneys

Event Consultant – BidPal, Inc.

June 2012 – June 2013

- ♦ Consulted and managed 51 events in 2012-2013, helping nonprofit clients raise \$2.58M via BidPal with an average increase of 30% in silent auction revenue and 27% in donation revenue.
- ♦ Managed BidPal staff, contractors, and volunteers at 1000+ person charitable events while maintaining event oversight, liaising with clients' executive staff and VIP guests, and providing volunteers with training.

Marketing and Events Consultant (Independent Contractor)

Nov. 2007 – Present

Hired as independent contractor for multiple clients to manage marketing, public relations, communications and events. Worked directly with senior executives. Clients/projects included:

- ♦ *Association of Washington Businesses* – developed marketing and product development plan for compliance products. Created product outlines, sample marketing pieces, and lead lists.
- ♦ *White River State Park* – developed and implemented marketing and public relations plan for Summer Concert Series. Managed social media. Collaborated with entertainment's management on marketing and PR efforts.

- ♦ *Kittiff LLC* – created marketing and media plan, wrote website content, and assisted with development and presentation of new client proposals.
- ♦ *Bebe Paluzza* - acted as marketing and public relations consultant to Baby & Toddler Expos. Developed and implemented media plans, established social media marketing plan, acted as ghost writer to newspaper and website articles, and created sponsorship proposals and presentations.
- ♦ *Ambassadors for Children* – managed partnership with Bollywood team to promote Bollywood event. Managed social media, prepared promotional pieces, and promoted event.
- ♦ *Lifestyle Realty* – prepared monthly staff and client newsletters.
- ♦ *Kentucky State Chamber of Commerce* - developed marketing and product development plan for compliance products. Created product outlines, sample marketing pieces, and lead lists.
- ♦ *Great Midwest Pet Expos* – assisted in acquiring sponsors and exhibitors, managed social media communications, and developed marketing and exhibitor material.

Marketing and Events Manager – Humane Society for Hamilton County

- ♦ Acquired 55% more exhibitors for Dog Day Afternoon event, generating 65% more revenue than previous year.
- ♦ Generated 35% more in sponsorship, ticket sales and donations at Wine, Wags and Whiskers wine-tasting event than previous year.
- ♦ Increased attendance at Tinsel and Tails event by 35%, and increased total revenue raised by \$40k over previous year.
- ♦ Created and administrated a social media plan that increased donations (both in-kind and monetary) by 33%, as well as increased the adoption and return-to-owner rate.
- ♦ Acquired new corporate sponsors, generating \$45k in revenue.
- ♦ Developed a structured volunteer program including recognition awards.

Marketing Manager, Recurring Revenue Products - ABG, Inc.

- ♦ Designed, developed and monitored all aspects of recurring revenue products' lifecycle, including long and short term development and marketing. Supported business development and marketing initiatives within all ABG vertical markets to result in increased recurring revenue. Represented ABG at national trade shows. (Position eliminated. Offered new position – declined.)

Director, Products and Publications - Indiana Chamber of Commerce

- ♦ Assisted in development and acted as on-site representative of 50+Indiana Chamber seminars and events.
- ♦ Developed and launched more than 60 new compliance products, accounting for an increase of total sales of 45% (\$1.5 million).

Account Executive - Little Caesars Pizza Kit Fundraising Program

- ♦ Managed all aspects of launching not-for-profit fundraising program in the Indiana and Ohio territory. Represented LCPK at conferences and trade shows. Program eliminated during corporate restructuring.

EDUCATION

Bachelor of Science, Ball State University

Major: English Minors: Public Relations, Creative Writing

Testimonials/References

"Danielle was very well liked by her co-workers, the staff and the Board of Directors. The volunteers also had a great respect for her. She is someone who is definitely influential and I looked to her for feedback and opinions. She is someone who leads by example." - Rebecca Stevens, Executive Director, Humane Society for Hamilton County

"Danielle was introduced to our marketing/PR project and immediately took ownership of all areas of execution. The project had many moving parts with 3 long distance locations and very time sensitive demands. Danielle demonstrated resourcefulness, tenacity and creativity while staying focused on the results. Danielle's character quickly established her approach as a trusted advisor. If you have unusual demands with an overwhelming marketing/PR campaign ... you need to consider Danielle as your first choice to partner with. I will definitely hire Danielle again." – David Gorsage, CEO, Ambassadors for Children

"I have hired Danielle on several projects for my baby and toddler expo show. She has a keen sense to detail. She is very resourceful and creative. I have enjoyed working with her and would highly recommend her." – Jen Kampmeier, Owner. Bebe Paluzza

"Danielle is extremely hard working and organized. She does an excellent job providing information and working with exhibitors to make our participation as seamless and easy as possible." – Jill Embry, President, Permirus Pets, LLC

"Creative and passionate...those are the two words I use to describe Danielle's approach to her marketing work. Combine those traits with her desire to partner with organizations making an impact on society, and you likely won't find a more committed person to the task." – Tim Brewer, Director, Indiana Chamber of Commerce

"Danielle is a great organizer who goes above and beyond to coordinate a successful event. Her communication with exhibitors is outstanding. Great event, variety of vendors and terrific promotion of the event." – Annie Faircloth, VP, Kentuckiana Pug Rescue