

Dani Walpole

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Media and communications specialist, internal comms expert, project manager and writer with audience development expertise.

Certifications and Education: Project Management Professional (PMP®), Google Analytics certified.

Dual Bachelor of Arts in Digital Media Production and English: Creative Writing. Magna Cum Laude, Lambda Pi Eta, “Distinguished in Student Affairs,” *The State University of New York at New Paltz*. Global Scholarship Recipient, International Studies Program, *Kingston University London*.

Skills (Communications and Project Management): Editorial scheduling, strategy & management, audience and employee engagement, creative and journalistic writing, copyediting for editorial, social and brands, executive and crisis communications. Chicago, AP, MLA styles, CMS management, basic HTML, Microsoft Suite (particularly obsessed with Excel,) Airtable/Asana/Wrike and other PMIS, SemRush, SEO writing, intermediate Spanish, budgeting and financial planning.

Skills (Media Production): Adobe Creative Suite: Photoshop, Premiere, InDesign, Illustrator. Photography, videography, audio/video Production and editing, Canva, Figma, Miro, film/TV production and pre-production, general tech savviness.

Employment

Environmental Defense Fund

Senior Specialist, Internal Communications | New York, NY | Oct 2022 – Present

Promoted to an expanded role managing EDF's internal publication, "Insider," distributed to 1100+ global employees and other internal channels. Recruits and revises writers to post 1-2 original stories per day, covering global organization news and talent. Creates frameworks, serialized content, and templates that make it easy for contributing writers to appeal to an audience in 30 countries while remaining within the guidance of brand guidelines and C-suite. Analyzes and tracks site performance and audience data. Prioritizes employee engagement and culture.

Internal Communications Writer | New York, NY | Feb 2022 – Oct 2022

Managed internal publication, Insider. Set and implemented editorial strategy for daily published content that detailed news, successes, and personal stories from across the global organization - from entry-level voices to execs. Wrote, solicited, and edited stories from cross-departmental employee contributors while maintaining a consistent brand voice. Incorporated a multimedia approach by designing graphics, including videos in articles, and using Slack as a communication tool. Worked in Drupal CMS.

NBC Universal and Netflix

Film Production Assistant | New York, NY | March 2021-Nov 2021

Netflix: Worked 7 days/wk as Cast Assistant to Adam Sandler on Netflix's "SPACEMAN" for duration of filming (*March-July*.) Communicated nonstop with Netflix studio personnel, crew, and external vendors to accommodate actor & family's needs. Coordinated 100+ person parties on studio lot.

NBC Universal: Worked 12h+ days as Office Production Assistant on Universal film "SHE SAID" for duration of pre-production and filming (*July-Nov*). Communicated internally with NBC staff and film cast/crew via distribution list to ensure shoots operated as scheduled. Hired vendors, cars, caterers. Worked in Scenechronize, Final Draft, Excel, Digital Purchase Order.

Be Kind & Co. + The Travel Mom

Digital Editorial Strategist & Writer | Sept 2020 - Feb 2022

Managed site founded by Emmy-winning KTLA anchor, Lu Parker. Developed editorial strategy and content concepts, wrote stories, recruited and managed freelance writers. Doubled audience in first month through SEO strategy using SEMrush and Google Analytics. Conducted interviews, wrote and designed MailChimp newsletter.

TheTravelMom.com: Managed related brand thetravelmom.com, founded by TV travel expert The Travel Mom. Reached 60,000+ readers monthly via daily travel articles and weekly newsletter I ghostwrote. Crafted partnerships with resorts, tourism boards to deliver advertorial packages. Used Monday.com and Calendly to manage and edit site contributors.

Reader's Digest

White Plains, New York and Remote | 2017 & 2019-2020

Contributor and SEO Writer, Sept 2019 - March 2020: Recruited to work on site optimization project "Power Pages" where I rewrote high-performing articles for SEO increases. Before project kickoff, wrote original articles and reprised outdated pieces. Used programs Parse.ly and Conductor for keyword research, incorporated e-commerce affiliate links into pages.

Editorial Intern, June - Aug 2019: Wrote original articles for RD.com. Was often syndicated by outlets such as MSN, AOL, Yahoo, Best Health, Taste of Home. Researched stories through academic journals, news outlets, and interviews with expert sources. Garnered 2M+ UPVs on my articles. Worked within a WordPress CMS. Optimized stories using SEO tactics, reprised old articles and incorporated e-commerce and in-line links. Utilized analytics programs Parse.ly and Conductor Searchlight. Used Adobe Analytics. Adhered to Chicago Style.

Art and Photo Intern, June - Aug 2017: Assisted during in-house photoshoots and edited/retouched photos for web. Created slideshow listicles for rd.com, uploaded and cited images within a web CMS. Conducted photo research and liaised with major book publishers.

The New Paltz Oracle | Arts and Entertainment Writer | May 2019-May 2020

Wrote multiple articles weekly for The New Paltz Oracle. Covered local news and arts events, wrote columns. Copyedited and fact-checked daily before publication, adhered to AP style. Conducted interviews in Hudson Valley.

Townsquare Media | Radio Promotions Intern | Poughkeepsie, New York | Jan 2019-April 2019

Worked with 5 radio stations in the Promotions department, collaborating with the production and live events departments. Did research and pitched ideas for morning talk show, edited in Audition, designed graphics for socials, promotions & contests. Attended 6 AM shifts, worked live events as roadcrew.

The Teller Magazine | Social Media Editor | New Paltz, New York | Nov 2018 - Nov 2019

Managed the social media presence of The Teller Magazine. Conducted brand redesign with logo & colors still used today. Wrote captions and created promotional images in Adobe Suite using magazine source material. Posted frequent HQ content on socials to build an audience. Instituted use of AirTable to organize the team.

WFNP 88.7 Rosendale New Paltz, NY | Aug 2017 - Jun 2020

2017, 18 –Local News Director and host for radio station. Researched, wrote, and directed a 30-minute news program that aired every weeknight in the Hudson Valley. Hosted and engineered "The Whirlpool" 2-hr radio slot

2019, 20- Public Affairs and Promotions Director. Managed all social pages. Organized community events like open mics and ticket giveaways. Created branding and ads for the station. Designed and distributed promotional merch.

WNPC-TV | News Editor, Videographer | New Paltz, New York | Sept 2016 - May 2019

Edited video packages for SUNY New Paltz's news outlet each weeknight. Promoted to Videographer position in 2017.