

Danniella Cole

Client Relationship Manager

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847-217-0188

New York, NY

danniellacole.com

[LinkedIn](#)

[Instagram](#)

Tactical Skills

Adobe Suite

Buffer Programing

Canva

Google Analytics 4

Microsoft Office

Power BI

Salesforce

SQL

Qualtrics

Education

MS Integrated Marketing
New York University, 2024

BS Advertising & PR
University of Illinois, 2020

Study Abroad, Prague
Anglo-American Univ., 2019

Projects & Certifications

E.L.F Camo Concealer for Men
NYU Finance Project, 2022

Maison Margiela Campaign
NYU Campaign I Project, 2022

SQL Basics Certificate
LinkedIn, 2023

Google Analytics 4
Google, 2023

Languages

Hebrew, *conversational*

Creative Thinker | Content Creator | Digital Marketer | NYU MBA

- Excellent relationship skills and rapport-building abilities
- Cultivates working relationships with professional athletes while helping grow a brand digitally.
- Excels in diverse, highly collaborative environments.

Experience

Digital Content Manager

Jan 2022 - Present

Win Performance Highland Park, IL

- Managed video campaign series through Adobe Premiere that resulted in a 10% increase in attendance from existing customers.
- Oversaw an Instagram-follower-growth of 10% from Jan 2022 until present.
- Developed Instagram stories to promote classes, which resulted in a 10% of new client registrations.

Inside Sales Associate, Healthcare

Aug 2021 – Jul 2022

W.W. Grainger Lake Forest, IL

- Mentored onboarding sales representatives in rapport-building, time management, and organizational skills.
- Initiated cross-functional projects with internal teams (i.e., logistics, customer service) and external brand partners.
- Part of the sales team that surpassed its 2022 sales goal (\$825,000) by 7%.

Inside Sales Professional, Multi-Family

Aug 2020 – Aug 2021

W.W. Grainger Lake Forest, IL

- Part of a 5-person pilot sales team that had a goal of \$300,000 for H1 2021 and surpassed the goal by 5%.
- Interpreted sales data to ideate new strategies with my supervisor for quarterly sales reviews.
- Facilitated new brand partnerships to generate over \$80,000 in yearly business.

Copywriter +Account Manager

Jan 2020 – May 2020

Sandage Studios Champaign, IL

- Initiated and implemented the 1st in-house advertising agency for the [University of Illinois](#) Department of Advertising.
- Managed the planning, promoting and execution of a bi-annual symposium at the [Willis Tower](#) in Chicago.
- Arranged cross-functional collaboration with outside vendors and internal team members for the symposium, resulting in an attendance of 200 students and industry professionals.

PR + Sales Assistant

Jun 2018 – Aug 2018

Wilde Vertigga Fashion Tel Aviv, Israel

- Oversaw Instagram growth by increasing brand loyalty 40% within a 3-month period.
- Responsible for designing the Kush Cologne Campaign roll-out which earned a publishing in [L'Official Magazine](#).