

Jazsai Danner

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SUMMARY

I have a diverse background in project management, social media management, branding, marketing campaign ideation, and account management, allowing me to be adaptable to any environment. I have a passion for helping clients win at launching campaigns, and a mission to advance the way that clients speak to consumers.

EXPERIENCE

Associate Account and Project Management, Digitas, Boston, MA August 2021- Present

- Collaborate in daily and weekly digital status meetings with the account team for various clients.
- Lead projects from inception to completion of the project by collaborating across capabilities to brief teams, relay feedback, and keep the project on schedule and within budget ensuring the creative is aligned with client requests.
- Successfully find agile opportunities that clients can use on social media to increase sales of new product launches.

Social Media & Marketing Coordinator, Project Optimism, Inc., Long Beach, CA August 2020 – Present

- Develop weekly social media content, conduct social media analysis, and identify areas for improvement.
- Increase key KPIs such as engagement, following and overall traffic by 95% across all platforms.
- Create and execute marketing and public relations campaigns for various fundraising opportunities that increased donations by 30% and overall engagement and brand awareness by 45% from supporters and community members.

INVOLVEMENT

4A's MAIP 2021 Fellow February 2021 – August 2021

- Participate in discussions led by industry professionals on client expectations and industry evolution.
- Learn about various advertising disciplines through MAIP labs, case studies, summer projects, and discipline-focused training.

Community Outreach Director, CSULB Society for the Advancement of Management January 2021- May 2021

- Increased organizational visibility in the community through the execution of community service events.
- Planned and coordinated all community service functions and collaborated with various student organizations to expand the reach of service to the greater Long Beach Area.

Media Coordinator, CSULB Experimental Sounding Rocket Association November 2019 – January 2021

- Developed and managed social media platforms like Instagram, Facebook, YouTube, LinkedIn, and Twitter.
- Created content for sponsorships and marketing campaigns that increased engagement, followers, and overall reach for the brand by over 260%.

Project Manager, Indoor Recess Summer 2020

- Participated in a virtual Ad competition to solve a ask for Color of Change as speculative work by working closely with account leads to organize team meetings, and mentor meetings and set deadlines and expectations.
- Responsible for schedule management, budgeting, feasibility testing, and all marketing project production and execution.

EDUCATION

Bachelor of Science in Business Administration Management and Operations Supply Chain Management

California State University, Long Beach

SKILLS

- Jira
- Trello
- Smartsheets
- Project Planning
- Social Media
- Content Creation
- Scheduling
- Adobe Premiere Pro
- Risk Management
- Conflict Management
- Excellent Communication
- Prioritization/Goal Setting