

DANI CERUTTI

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EXPERIENCE

- SUMMER 2025** **ADAM&EVEDDB** **NEW YORK, NY**
Strategy Intern
- Worked on strategy for clients including JetBlue, Kroger, Pure Leaf, Muscle Milk, RMCH, + new biz
 - Conducted competitive, cultural, and social landscape analyses across beverage, financial, and grocery industries; synthesized insights into decks to identify brand tensions and opportunities
 - Led 25+ man-on-the-street interviews and conducted social listening on Reddit, TikTok, Instagram, and other platforms to uncover trends and develop consumer personas to help shape pitches
 - Collaborated with account and creative teams to develop a holiday campaign strategy for JetBlue
 - Supported Senior Strategists in writing proactive briefs and trend newsletters to present to clients
- SUMMER 2024** **DEVITO/VERDI** **NEW YORK, NY**
Advertising Intern
- Led demand generation efforts by creating 30+ segmented new business outreach scripts, analyzing trends, current events, and engagement data, and increased response rates by 20%
 - Supported brainstorming sessions, managed 15+ award submissions, and assisted 7 RFPs
 - Outlined social media strategy, studied viral content, and produced 30+ videos and graphics
 - Conducted client analyses, built 5 industry-specific capabilities decks, aided ad brief development
- SUMMER 2023** **OES GLOBAL INC.** **FORT LAUDERDALE, FL**
Digital Marketing Intern
- Built a 6-month content calendar and conversion system for cross-platform media distribution
 - Created Reels and original graphics to boost engagement and increased social following by 110%
 - Conducted weekly A/B/C email tests, identified patterns to optimize outreach strategies, delivered detailed analytics reports to marketing team, and improved open rates and web traffic by 15%
 - Applied AI tools to email and blogs; researched SEO and Google Ads for product optimization
- 2022 - 2023** **UNIVERSITY OF MICHIGAN HOUSING DEPARTMENT** **ANN ARBOR, MI**
Marketing and Strategy Associate
- Led 5-person team in creation of yearlong social media calendar using analytics and user data
 - Used segmented audiences and tailored content to increase Instagram following by 150%
 - Designed 50+ original graphics with Canva and Adobe, resulting in a 200% engagement boost
 - Promoted campus events and opportunities, and led projects such as t-shirt designs and hall maps
- 2021 - 2025** **PHI GAMMA NU PROFESSIONAL BUSINESS FRATERNITY** **ANN ARBOR, MI**
Vice President of Membership
- Elected VP of Membership, oversaw professional development, and coordinated 100+ events
 - Directed recruitment of 200+ applicants and 100+ members, introduced new engagement and event initiatives, redesigned evaluation rubrics, and enacted a fully anonymous scoring process
 - Served as Brotherhood Chair, organizing biweekly events, retreats, and managing a \$2,000 budget

EDUCATION **UNIVERSITY OF MICHIGAN** **ANN ARBOR, MI**
College of Literature, Arts, and Sciences
Bachelor of Arts, May 2025
Cognitive Science, focus in Decision Making | GPA 3.9/4.00 | James B. Angell Scholar

Stephen M. Ross School of Business	Stamps School of Art and Design
Minor in Business Administration	Minor in Art and Design

COURSE HIGHLIGHTS: Consumer Behavior, Social Media Marketing, Interaction Design, AI in Cognitive Science

MORE OF ME

- *Skills:* Adobe Creative Suite, Microsoft Suite, Google Suite, Brandwatch, Figma, Canva, French
- *College Activities:* Alpha Delta Pi, Arts Ambassadors, LLM researcher, strategy teaching assistant
- Attended a French study abroad program, living with a native host family, and a semester in Rome
- High school scholastic art award winner; created art from beach trash, featured in local art exhibits
- Big lover of thrifting, hiking, spin classes, penguins, Seinfeld, and The Great British Bake Off