

DANI CERUTTI

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EXPERIENCE

- OCT 2025** **ALCHEMY MEDIA** **NEW YORK, NY**
CURRENT **Media Sales Coordinator**
- Built consumer insight-driven OOH media sales strategies for 100+ luxe fashion, beauty, and CPG brands, translating cultural trends and audience/foot traffic data into media buy recommendations
 - Managed campaign execution from sales planning through installation, liaising across clients, production, and install teams while overseeing contracts, strategic output, and vendor coordination
 - Supported new client relations by building and presenting brand decks, ideating inventive OOH campaign executions, and facilitating large-scale installs/pop-ups, and influencer/social content
- SUMMER 2025** **ADAM&EVEDDB** **NEW YORK, NY**
Brand 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, and supported Senior Strategists in writing proactive creative briefs and trend/press reports
- SUMMER 2024** **DEVITO/VERDI** **NEW YORK, NY**
Advertising Intern
- Led new business efforts by creating 30+ segmented new business outreach scripts, analyzing market trends, current events, and engagement data, and increased response rates by 20%
 - Supported brainstorming sessions, managed 15+ award submissions, and assisted with 7 RFPs
 - Outlined social media strategy, studied viral content/culture, 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 distribution system for cross-platform audience targeting
 - 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; synthesized SEO and Google Ads data for product optimization
- 2022 - 2023** **UNIVERSITY OF MICHIGAN HOUSING DEPARTMENT** **ANN ARBOR, MI**
Marketing and Strategy Associate
- Led 5-person team in creation of annual social media calendar using analytics and consumer 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

- 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, AI in Cog-Science, Business Sustainability

MORE OF ME

- **Skills:** Adobe Creative Suite, Microsoft Suite, Google Suite, Brandwatch, Figma, Asana, French
- **College Activities:** Alpha Delta Pi, Arts Ambassadors, LLM researcher, strategy teaching assistant
- Independently created/exhibited an art collection made of beach trash, won a scholastic art award
- Attended a French study abroad program, living with a native host family, and a semester in Rome
- Big lover of thrifting and vintage clothes, baking cookies and cakes, and recently, pottery throwing